Simplicity

PATTERN BOOK



Over 230
Vacation Styles

Portfolio of
Family Play Clothes

Feature: Loretta Young

Sewing Hints

Needle Crafts

Free Pattern

Paper Doll

Mother 3233
Daughter 3247
see page 11

Vacation 1950

35c

FOR WOMEN WHO SEW

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Simplicity Designer's
Pattern 8210

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Athletic



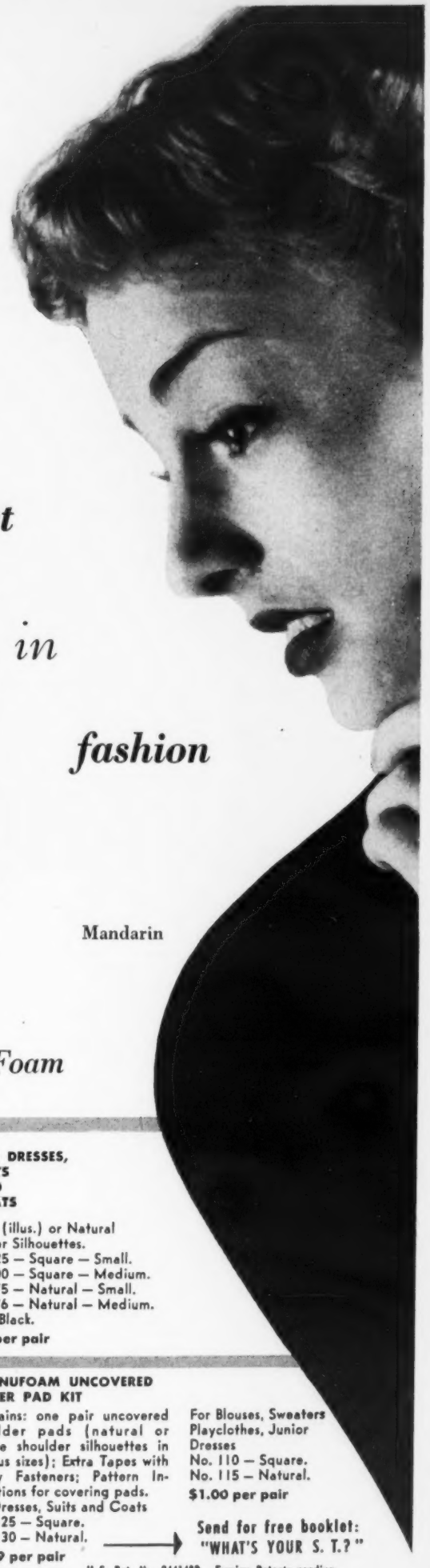
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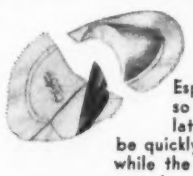
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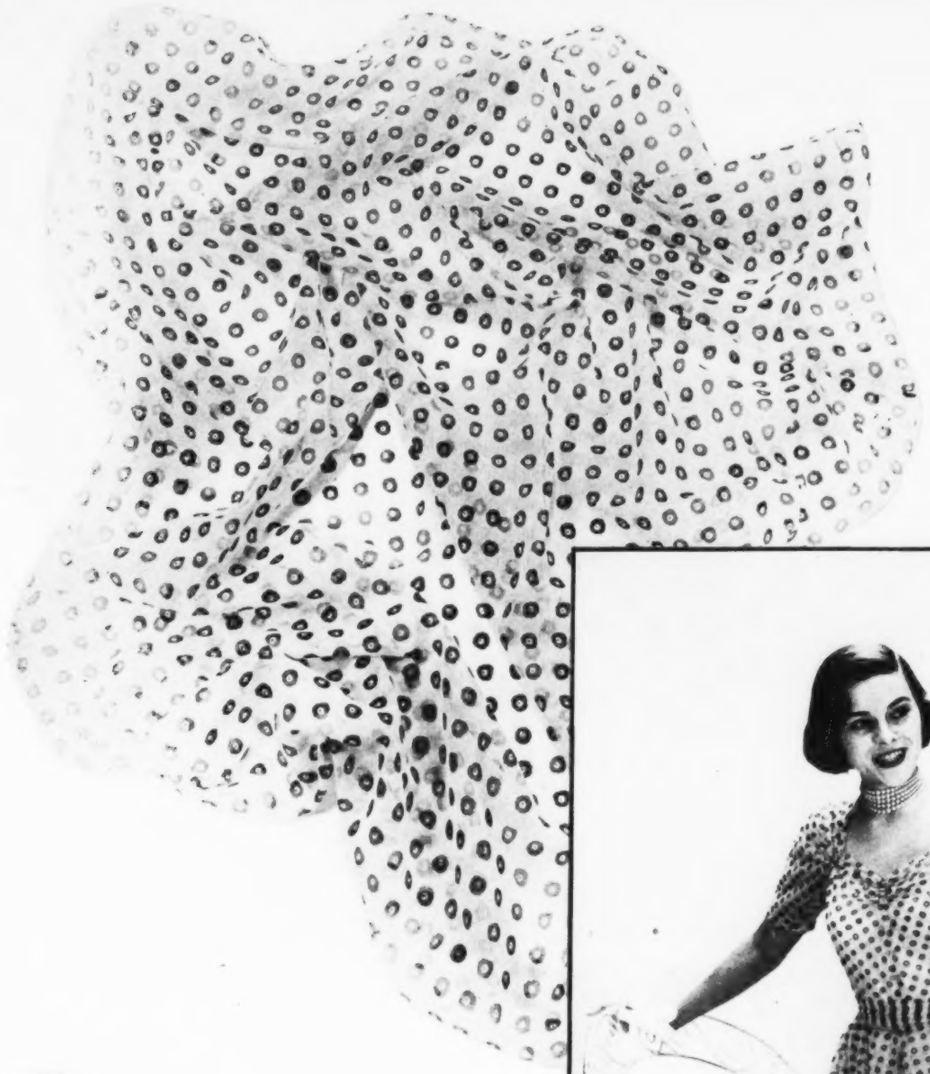
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VACATION ISSUE 1950



COVER: *Mother and Daughter sundresses in Bates' woven check. Seam-Thin Talon zipper for back closing. White cord belts by Vogue. Jewelry, Karu. Here sundresses are shown with their little boleros of Bates' white Picolay. Mother — Simplicity Pattern 3233, 12-20, 25c. Daughter — Simplicity Pattern 3247, 2-8, 25c. Kodachrome by Lillian Bassman.*

Simplicity PATTERN BOOK

THE FASHION MAGAZINE FOR WOMEN WHO SEW



Separates . . . Fashioned for Action



Mid-Summer Fabric Collection



Summer Grooming

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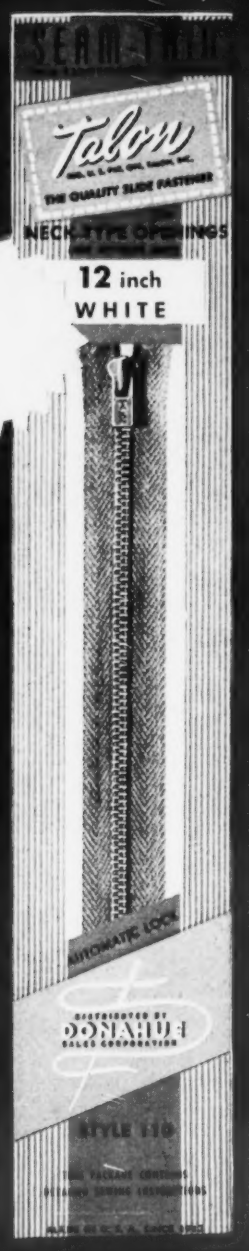
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A story in Parts

Beginning . . . a year 'round story with a summer slant! It's all about your old favorites — the wonderful Separates — those blouses, skirts, shorts, and jackets that want to "go-together". On this page we present, in four parts, the basic elements of a vacation-time wardrobe. **Part 1** *— The little-blouse, preferably sleeveless.* **Part 2** *— The skirt, cut full for active sportswear.* **Part 3** *— Shorts, cool and comfortable at home; the most practical garb for all outdoor recreation.* **Part 4** *— Jacket, to add street covering over sleeveless or sun-back tops . . . On the following pages you'll find many interpretations of these and other Separates—the sun-back or sleeveless dress plus jacket, the sheath dress with detachable overskirt, low cut little-tops— all designed for a wardrobe of mix-and-match fashions.*







3160

SEPARATES

fashioned for action

Beginning — twelve pages of clothes designed to be mixed, matched, and interchanged all summer long. Because vacation time means more fun, more action, and the pursuit of your favorite sport, we start with four pages of play fashions . . . Each pattern is made of multiple parts, with an eye toward creating a wardrobe of wonderful shuffle-mates to wear dozens of ways — for dozens of occasions . . .



PHOTOGRAPH: Change-about scheme of ice-cream colors in Erwin denim. Basic parts — a sleeveless blouse, a striped overskirt, a short-sleeved blouse and matching shorts. La Mode buttons, Mr. John hat, Vogue belt, Coro jewelry, Capezio sandals. Simplicity Pattern 3160, sizes 12-20, 25c.

Above: Simplicity Pattern 3223 — Team shorts, sleeveless over-shirt, blouse and slacks for an interchangeable play ensemble. Red Guada gabardine by Roleda; Avondale's cotton cord striped in two widths. Sizes 12-20, 25c.

Left: Simplicity Pattern 8247 — Blouse, shown with and without contrast, shorts, and full over-skirt. Hope Skillman coordinates a check with solid green; yellow seersucker by Logantex. Sizes 12-20, 50c.

All Simplicity Patterns are PRINTED. Backviews on page 76. Yardages on page 80.





Simplicity Pattern 3234 — Separates prove that brevity is the soul of summer. Here illustrated by figure-flattering two-piece bathing suit with shirred halter-type bra and trunks, snugly fitted by drawstrings, sizes 11-18, 25c. Lonsdale's Welton pique. Included in the same pattern, sketched: a brief-sleeved, big-pocketed beach coat.

Simplicity Pattern 3193 — Camisole top and skirt of tiny unpressed pleats are teammates for a game of badminton or croquet, sizes 12-18, 25c. In Reeves' plain and novelty stripe broadcloth. Second view of pattern, sketched: a tiny-collared blouse with high cuffed pockets; wear it tucked in or over camisole and skirt as cover-up jacket.









Simplicity Designer's Pattern 8245 — First choice for sailing or fishing — trim little halter and button-down-the-front skirt. Scalloped halter cuff and pocket trim for a crisp touch, sizes 12-20, 35c. Valencia's cotton print. Sketched: Second view, introduces new pocket treatment on skirt; a casual, sportsman blouse.



Simplicity Pattern 3204 — Neat little two-some for canoeing — sleeveless shirt, and trouser-pleated shorts with handy back pocket, sizes 10-16, 25c. William Lind's waffle pique. Second view, sketched: button-on skirt, same deep-pocketed blouse. Scarves by Glentex; Belts by Criterion. All sports equipment from Abercrombie & Fitch.

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Backviews on page 76. Yardages on page 80.



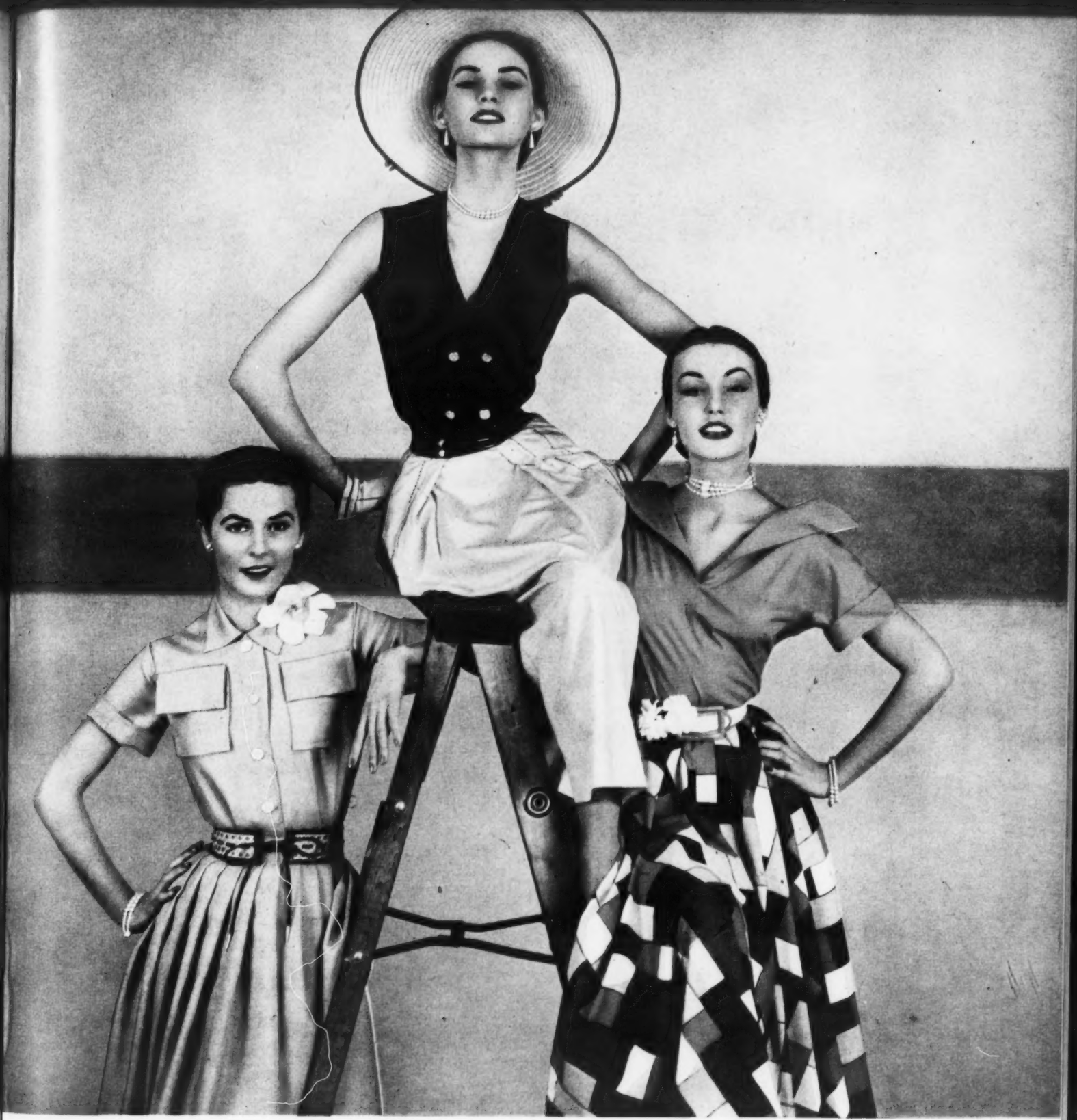
BASSMAN



SEPARATES

Multiply Blouses and Skirts

Three blouses X three skirts = nine costumes. Each of the lively ensembles shown above can be interchanged with the other two versatile blouse and skirt teams featured left to right in the above picture. Simplicity Pattern 3209 — The famous pink shirt of Dan River's cross-cord cotton, over skirt of Dan River water repellent poplin — Simplicity Pattern 3158. Both, 12-20, 25c. Simplicity Pattern 3205 — blouse and skirt of chambray in Avondale's Companion Colors. 11-18, 25c. Simplicity Designer's Pattern 8243 — Tie-on shirt of a woven cotton check, butcher linen skirt; both Soap'n' Water fabrics. 11-18, 35c. . . . Costumakers buttons; Madcaps straw picture hat; Aris gloves; Glentex scarf; Criterion belt; Karu jewelry.



AVEDON

Three blouses X three skirts = nine costumes. For a mix-and-match wardrobe to take you through every hour of the day, choose these three two-part combinations. Make them of harmonized colors, shown left to right. Simplicity Pattern 3157 — A semi-tailored blouse and skirt of Celanese "Wingstrut", matched to look like a dress. 12-20, 25c. Simplicity Pattern 3228 — Sleeveless black blouse, pink skirt with black saddle stitching, of Springmaid broadcloth. 12-20, 25c. Simplicity Pattern 3208 — Blouse of Springmaid broadcloth; swirl skirt, Everfast cotton, crease-resistance by Everglaze. 12-20, 25c. Costumakers buttons; Madcaps hat; Aris gloves; Criterion belts; Karu jewelry; Flower Modes. *All Simplicity Patterns are* PRINTED. Backviews on page 76. Yardages on page 80.

SEPARATES

Based on the sleeveless dress

Foremost for summer — the sleeveless dress, cool, comfortable, and flattering — designed in a variety of wonderful fashions . . . teamed with pert boleros and jackets. You'll choose from among the most decollete and the most tailored — the most formal and the most informal. It's the newest interpretation of the beloved cap sleeved frock, and destined to be every bit as popular. Presented here: five patterns, twelve versions — each in a different mood . . .



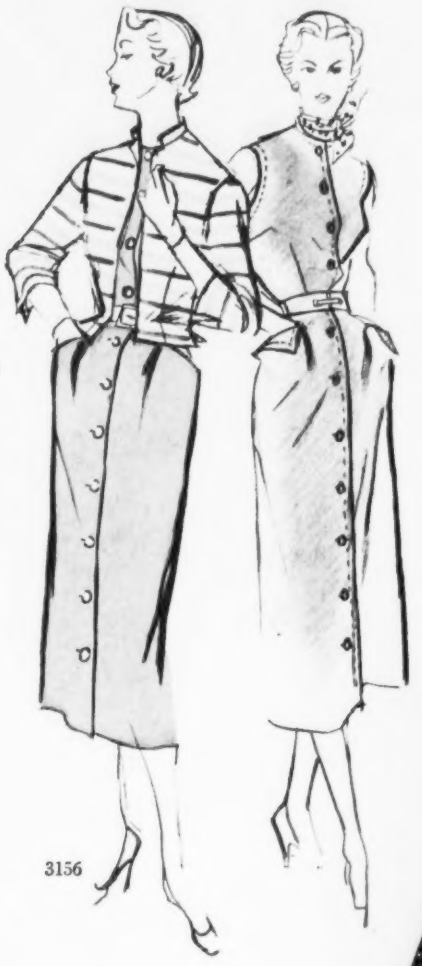




Simplicity Designer's Pattern 8252 — The slim sheath dress, shown in four versions, to take you from the most casual daytime activities to the most dressed-up evening affairs. Make it of black shantung or linen — wear it as a year 'round basic. For city streets, add a snug fitting bolero; for extra glamor, tie on one of the pretty overskirts. 12-20, 50c.



Simplicity Pattern 3156 — Sleeveless frock with a shirtwaist look — buttoned up the front for quick changes. Tiny pocket flaps add smart emphasis to the skirt. Teamed with striped jacket. Sizes 12-20, 25c.



3156



8249

Simplicity Designer's Pattern 8249 — A straight-cut casual, with important pocket squares. Topped by a loose, simple-to-make bolero finished with tiny buttons. 12-20, 50c.

Simplicity Designer's Pattern 8241 — The sheath dress, designed for those who prefer a flare to their skirts. Paired with a precious, free-swinging bolero for town wear. Sizes 12-20, 50c.



8241



3155

Simplicity Pattern 3155 — A halter-type play-dress, with button-up front, snug bodice, and skirt flared for action. Top stitching accents the angle of four trick pockets. Added— a neat jacket for cover-up. Sizes 12-20, 25c.

All Simplicity Patterns are PRINTED.

Backviews on page 76. Yardages on page 80.



SEPARATES

back to the Sun

The sunback frock, most popular of all summer fashions, blossoms out this year in a delightful variety of jacket ensembles.

•Simplicity Designer's Pattern 8238 — Winged straps button at shoulder. Smart cover-up — fitted jacket with peplum flair and three-quarter sleeves . . . 12-18. 35c.

•Simplicity Pattern 3187 — Full skirted sundress, with two stunning pleated sections; wing pocket flaps and bodice cuff of contrasted fabric. Topped by a nipped-in sleeveless jacket. In sizes 10-16, 25c





•Simplicity Designer's Pattern 8235 — A single pocketed slim lined dress tailored with smart side buttons; box-jacket with contrasted binding . . . Sizes 12-20. 35c.

•Simplicity Pattern 3192 — The real sheath dress with rounded neckline, button-down-the-side skirt. A tightly belted jacket with high pockets . . . 12-20. 25c.

•Simplicity Pattern 3226—Halter version of sun-top in a weskit type bodice with pointed collar, tiny buttons. Big collared bolero to match . . . Sizes 12-20, 25c.



Photograph: Simplicity Pattern 3161 — To get a full exposure, this strapless style with flattering shirred bodice. In Peter Pan's gay cotton print. Jewelry by Coro; belt, Criterion; shoes, Capezio. *Right:* the same dress and a second view to show you its debonaire little bolero with chic button accent . . . 11-18. 25c.

•Simplicity Designer's Pattern 8246 — Sunback with fitted bodice and sweetheart neckline, topped by a minute bolero with saucy collar and cuffs . . . Sizes 12-20, 50c.

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Backviews on page 76. Yardages on page 80.

Separates...

a big story for the little folks

Good things come in little packages—to prove it, Simplicity presents here a group of vivacious little separates including the new Designer's Patterns for children. Simplicity Pattern 3213—a scalloped dainty—sundress and bonnet in Ely & Walker's plain and polka dot cotton, 1-6, 25c. Simplicity Designer's Pattern 8254—brother and sister sunsuits with applique transfers; Stapf's heavy cotton broadcloth, 1-6, 35c. Simplicity Pattern 3246—a real man's beach shorts and shirt in Ely & Walker's Zebra print cotton, 4-12, 25c. See second views at bottom of page.

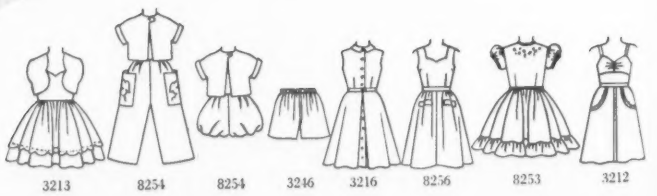


3213

8254



3246



3213 8254 8254 3246 3216 8256 8253 3212



3216

Simplicity Pattern 3216—big pocketed shorts, blouse, and button-down-the-front overskirt in Lane Denims, 7-14, 25c.



8256





3212



8253

Simplicity Designer's Pattern 8256 — sunback dress, bright little bolero in Bate's plain and checked cotton, 7-14, 35c.

Simplicity Designer's Pattern 8253— dress and pinafore, embroidered transfer. Fisba's pique and Bellmanized organdy, 1-6, 35c.

Simplicity Pattern 3212 — halter, skirt and weskit-type jacket in Marvlo's "Chaterete" cotton, 7-14, 25c.



All Simplicity Patterns are PRINTED. Backviews on page 76. Yardages on page 80.



Simplicity Designer's Pattern 8250 — Sunback with peg-top skirt highlighting bound pockets; a small bound bolero. Indian Head cotton, Costumaker's buttons, hat by Mr. John. Sizes 12-40, 35c.

Freshly picked for you

• Midsummer blossoms forth with an array of wonderful fabrics—emphasizing more surface interest in all textures and an even greater variety of lovely sheers. Color takes three trends . . . clear reds into misty pinks and corals, warm sand tones into cool greys, golds into shades of fresh, new green.

1. Dan River — Woven Check, "Wrinkle-Shed" cotton
2. Wilmington — Cord Striped Taffeta
3. Cottontail — Plain and Puckered Cotton
4. N. Fluegelman — Embroidered Polka Dots on Pique
5. Everfast — Tone on Tone Striped Everglaze Cottton
6. Oneida — Iridescent Pure Silk Sheer Taffeta
7. Arthur Beir — ABC Printed Cotton
8. Widder Bros.—Multi-Color Weave in Rayon Shantung
9. Regency — Striped Dobby Chambray
10. Wesley Simpson — Crispy Sheer Cotton Chiffon
11. Onondaga — Chinese Print on Pure Silk
12. Stoffel — Woven Novelty Cotton
13. Lane — Woven Checked Denim
14. Stehli — "Stehlong", Pure Silk Chiffon
15. Crestwood — Chenille Striped Rayon Jersey
16. Moygashel — Line Stripe on Pure Linen
17. Cohama — Puckered Nylon
18. Shelhar — Circle Polka-Dot on Honan Silk

All Simplicity Patterns are PRINTED.

Backviews on page 76. Yardages on page 80.

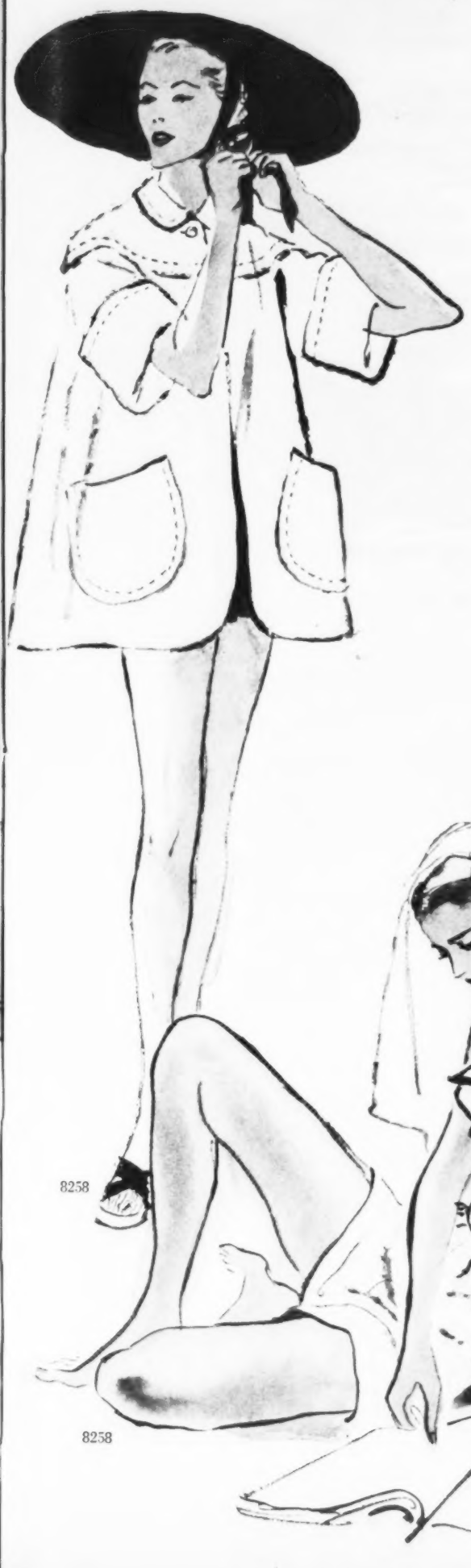


White makes a holiday



White, always the favorite for resort wear, adds a crisp, cool sparkle to your wardrobe . . . teams up well with black or a bright splash of color. Collected, left to right: Simplicity Pattern 3122—a spirited little cape, due for plenty of wear. Sizes 12-20, 25c. Simplicity Pattern 3159—deep pleated long white skirt, topped by sleeveless blouse, and jacket. Sizes 11-18, 25c. Simplicity Pattern 3225—A one piece sport dress, 12-20, 25c. Simplicity Pattern 3197—new button treatment for this trim casual. 12-20, 25c.

Left to right: Simplicity Designer's Pattern 8258—beach coat with stitched 'round-the-shoulder yoke, deep cuffed sleeves, patch pockets. Sizes 12-20, 50c. Included with beach coat is this pert, two-piece bathing suit, shown here in a white background window pane check . . . Simplicity Designer's Pattern 8218—man tailored slacks with the new belted-in middy pull-over. Sizes 11-18, 50c. Simplicity Pattern 3209—The popular man's shirt tailored for the miss. 12-20, 25c.



8258

8258



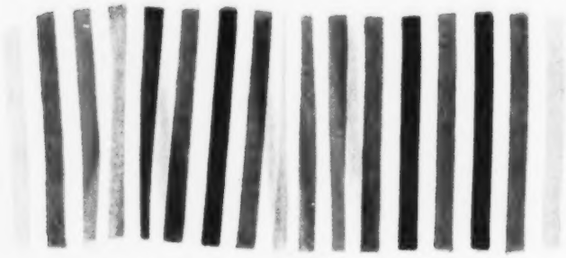
3209

8218

All Simplicity Patterns are PRINTED. Yardages on page 80. Backviews on page 76.

Match-Makers

Father will be proudest of all—and what fun for both Mother and Daughter—or Big and Little Sister! You'll love Simplicity's pert, young look-alike fashions—to wear every hour of the day. . . . Sew them of these gay, informal fabrics!





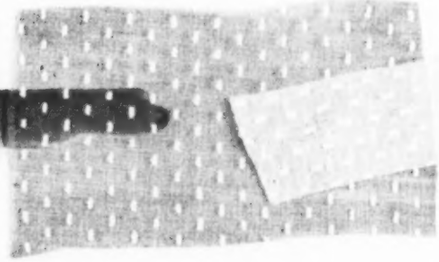
Let's go shopping

In your pretty striped blouses and skirts which make a lively new version of your favorite shirtwaist dress. You'll adore the tiny winged collar and twin pockets. Stripe of "Glosheen" cotton by Waverly.
Mother—Simplicity Pattern 3200, 12-20, 25c.
Daughter—Simplicity Pattern 3214, 7-14, 25c.



Let's entertain friends

In your dress-alike frocks with the full, full skirts—the contrasting yokes and hemlines. Set off the insets with swirls of dainty white braid — make the dresses of dotted swiss organdy by H. Bates.
Mother—Simplicity Pattern 3170, 11-18, 25c.
Daughter—Simplicity Pattern 3179, 2-8, 25c.



Let's have fun

You'll love your cool blouses and skirts made especially for all those wonderful outdoor games. The blouses are the newest thing in sun-tops, sleeveless with boat-shaped necklines. Printed pique by Fuller.

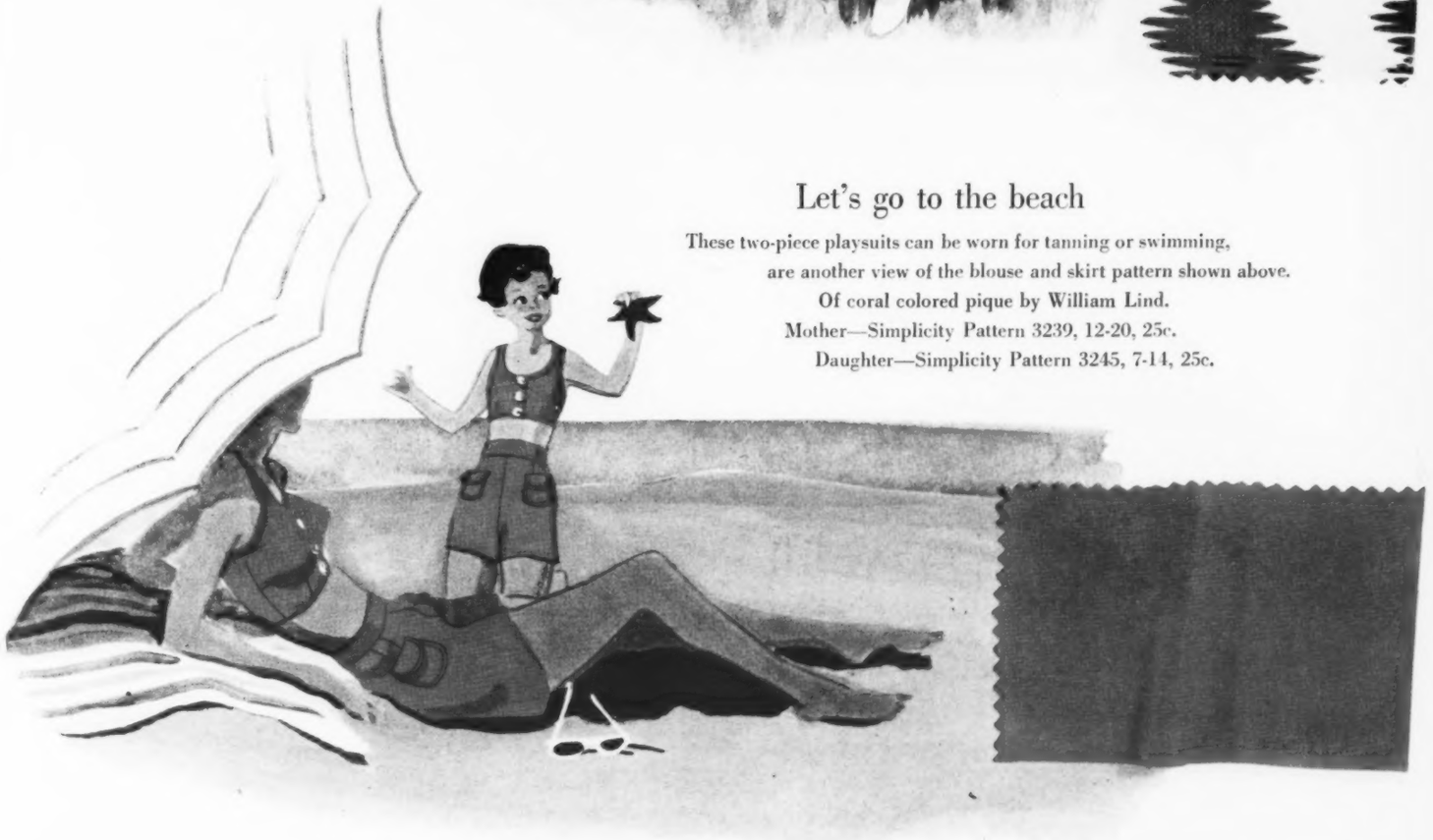
Mother—Simplicity Pattern 3239, 12-20, 25c.
Daughter—Simplicity Pattern 3245, 7-14, 25c.



Let's go to the beach

These two-piece playsuits can be worn for tanning or swimming, are another view of the blouse and skirt pattern shown above. Of coral colored pique by William Lind.

Mother—Simplicity Pattern 3239, 12-20, 25c.
Daughter—Simplicity Pattern 3245, 7-14, 25c.



All Simplicity Patterns are PRINTED. Backviews on page 76. Yardages on page 80.



What's new in dresses

Softly clinging rayons and silks, thin cottons, nubby textures, the loveliest of sheers. . . . Eye-catching collars and winged cuffs, tucks and scallops, buttons scattered for new and decorative effects. . . . The freshness of crisp white insets.



Simplicity Designer's Pattern 8261 — Prim. notched tucks at bodice, repeated on collar and cuffs. Of Burlington's rayon crepe. Sizes 12-44, 35c.



Simplicity Pattern 3221 — Skirt inset of white eyelet — a cool selection for summer sheers. Sizes 11-18, 25c.



Simplicity Pattern 3231 — *Above:* Wide, decollete neckline, crisp white collar. Emanuel Roth's "Land o' Lace" organdy, available in pastel prints. Sizes 12-20, 25c.

Simplicity Pattern 3236 — *Below:* Button-up shirtwaist dress with double sailor collar, double cuffs. Of Wesley Simpson's printed cotton dimity. Colby hat; Wear-Right gloves. Sizes 12-40, 25c.



Photograph, *left:* Simplicity Designer's Pattern 8251 — The essence of summer femininity — flowing sleeves, skirt of soft pleats. William Winkler's printed sheer nylon; Karu jewelry. 12-18, 35c. Table, chair, china from New Design.

All Simplicity Patterns are PRINTED. Backviews on page 76. Yardages on page 80.

What's new in dresses *(continued)*



Simplicity Pattern 3202 —
Double attraction in wide tucks tapered to
V-neckline. Sleeveless and crisp in cotton
or linen. Sizes 12-44. 25c.

Simplicity Pattern 3241 — Perfect for sheers
— this full skirted dress,
with collar rolled to a pointed back
dip. and three pert buttons to
play up wide cuffs. Sizes 11-18. 25c.



Simplicity Pattern 3230 —
Youthful wide midriff accented by
bands and bows of ribbon.
Soft fullness for bodice and skirt,
surplice neckline. Sizes 11-18. 25c.



Simplicity Pattern 3203 —
White eyelet, so truly a
signature of summer is used
here to emphasize the graceful
shoulders and shirred pockets.
Sizes 12-42. 25c.

Photograph: Fluid lines interpreted in delicate colors and fabrics. Simplicity Pattern 3210 — Softly pleated skirt, wide-cuffed button-up sleeves. Skinner's rayon shantung. La-mode buttons. 11-18. 25c.

Simplicity Pattern 3188 — Feathery bow at neckline, circular tuck 'round the full skirt; Ameritex' water-color voile, Tebilized for crease resistance. Madcaps hat; D. Lisner jewelry; Vogue belts. Sizes 11-18. 25c.

All Simplicity Patterns are PRINTED.

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What's new in dresses *(continued)*



Simplicity Pattern 8260 —
Willowy skirt . . . wasp-waist . . .
winsome neckline . . . Sizes 12-18. 35c.



Simplicity Pattern 3206 —
Sporty suit destined for lots of wear.
"Salyna" fabric by St. George. Madcaps hat;
Glentex scarf; Aris gloves;
Costumakers buttons. Sizes 12-20. 25c.



Simplicity Pattern 3229—Sugar-frosted border
embroidered on butcher linen by Marriello.
Colby picture hat. Sizes 12-18. 25c



Simplicity Pattern 3232 —
Sheer delight in polka dots.
Sparked by scalloped yoke. Sizes 12-40. 25c.



PAINE

Simplicity Pattern 3235 — Boyish bodice —
rows of pin tucks on yoke — accent on buttons;
pencil-slim skirt pocketed to the side. "Flaxisle" Irish Linen Guild —
Karu jewelry. Sizes 12-20. 25c.

All Simplicity Patterns are PRINTED. Backviews on page 76. Yardages on page 80.

Portfolio of 100 Styles for your Family Vacation

Fashions for —
Women, Misses, Men
Juniors, Teens,
Children

TRAVEL folders and maps are spread out on the dining room table. All the family, from the youngest to your very grown-up son and daughter, are filled with excitement at the prospect of a trip. You are probably making mental notes—"the children have outgrown last year's clothes, your husband needs new swimming trunks, and you, yourself, could use some new things." It means a busy time ahead for your sewing machine. . . .

To get you off to a good start, Simplicity has collected on the following seven pages 100 new styles for the entire family. Whether the vacation is to be spent in the mountains, at the seaside, or on a sight-seeing tour, there are plenty of bright new fashions from which to choose. Because this is such a big year for separates and because they can be interchanged in dozens of different ways and still take up a minimum of packing space, we've concentrated on them in all sizes and for all types of vacation activities.

We start off with ensembles for streetwear and traveling plus two groups of neutral accessories that will go with everything. We've gathered more than 70 styles for play, and a dainty little group of cool dresses and gay aprons for entertaining either at home or away.

Add to these your choice selection from this summer's exciting array of fabrics and colors and watch a sparkling new wardrobe take shape. So turn the page, take out your pencil, begin checking the styles you'll need, and—Have a Wonderful Vacation!



Left to Right:
Shorts—Simplicity Pattern 2836, 10-16, 25c.
Top—Simplicity Pattern 2829, 10-16, 25c.
Simplicity Pattern 3201, small, medium, large, 25c.
Simplicity Designer's Pattern 8257, 12-40, 50c.
Simplicity Designer's Pattern 8267, 1-6, 35c.

Collected for Street and Travel

Simplicity
Designer's Pattern 8051
Sizes 10-18, 50c.

Simplicity Pattern 3099
Sizes 12-20, 25c.

Simplicity
Designer's Pattern 8237
Sizes 12-20, 35c.

Simplicity
Designer's Pattern 8233
Sizes 11-18, 35c.

Simplicity
Designer's Pattern 8264
Sizes 11-18, 35c.

Simplicity Pattern 3224
Sizes 12-42, 25c.

Simplicity Pattern 3027
Sizes 12-18, 25c.

Simplicity Pattern 2817
Sizes 12-20, 25c.

STRAW sets the pace for summer accessorizing — its crisp texture and pale gold coloring lend a cool sophistication to your warm weather wardrobe. Featured here — straw shoes, bag, hat, and belt — harmonized with tones of light olive, creamy yellow, and deep pink. Notes of emphasis — colored beads, polka-dot scarf, and artificial flower.

Wear-Right

Karu

Flower Modes

Glentex

Karu

Karu

Coro

Schaffer

Madcaps

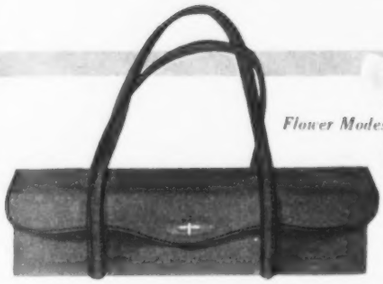
De Liso

De Liso

MIST — Completely new, a soft beige-grey, the most exciting variation of a neutral to appear in many a season. Especially good with shades of coral, green, lemon yellow. . . . Shown here — shoes, bag, belt of calf; wood bead choker; double-woven cotton gloves. Of importance—coral jewelry (twined with pearls); coral straw-cloth cloche.



Criterion



Flower Modes



Coronet



Dawnelle



Paradise



Marvella



Karu



Karu



Madcaps



Simplicity
Designer's Pattern 8222
Sizes 12-20, 35c.



Simplicity Pattern 3088
Sizes 12-20, 25c.



Simplicity
Designer's Pattern 8076
Sizes 10-18, 50c.



Simplicity Pattern 3093
Sizes 12-20, 25c.



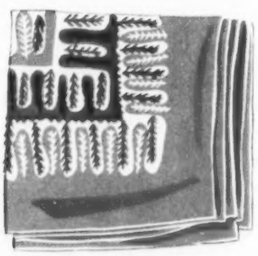
Simplicity Pattern 3062
Sizes 12-20, 25c.



Simplicity
Designer's Pattern 8242
Sizes 12-20, 50c.



Simplicity Pattern 3138
Sizes 12-20, 25c.



Glentex

All Simplicity Patterns are PRINTED. Backviews on page 78. Yardages on page 79.

Collected for Play



Simplicity Pattern 2884
Sizes 34-46, 25c.





Simplicity
Designer's Pattern 8257
Sizes 12-40, 50c.

Simplicity Pattern 3185
Sizes 12-44, 25c.



Simplicity Pattern 3190
Sizes 34-50, 25c.

Women



Simplicity
Designer's Pattern 8219
Sizes 12-40, 50c.



Simplicity Pattern 2441
Sizes 12-44, 25c.



Simplicity Pattern 2026
Bra - small - medium - large, 25c

Simplicity Pattern 2017
Shorts 12-40, 25c.

Misses



Simplicity
Designer's Pattern 8258
Sizes 12-20, 50c.



Simplicity Pattern 3209
Sizes 12-20, 25c.



Simplicity Pattern 2462
Sizes 12-20, 25c.



Simplicity Pattern 3225
Sizes 12-20, 25c.

Juniors



Simplicity Pattern 3234
Sizes 11-18, 25c.





Simplicity Pattern 2871
Sizes 11-18, 25c.



Simplicity Designer's Pattern 8056
Sizes 11-18, 50c.

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Simplicity Pattern 3160
Sizes 12-20, 25c.



Simplicity Pattern 1971
Sizes 12-20, 25c.



Simplicity Pattern 2874
Sizes 12-20, 25c.

Men



Simplicity Pattern 2251
Sizes 34-44, 25c.



Simplicity Pattern 1961
Sizes small-medium-large, 25c.



Simplicity Pattern 3201
Sizes small-medium-large, 2



Simplicity Pattern 3074
Sizes small-medium-large, 25c.





Simplicity Pattern 2172
Sizes small-medium-large, 25c.



Simplicity
Designer's Pattern 8218
Sizes 11-18, 50c.



Simplicity
Designer's Pattern 8003
Sizes 11-18, 50c.



Simplicity Pattern 3207
Sizes 11-18, 25c.



Simplicity Pattern 2825
Sizes 11-18, 25c.



Simplicity Pattern 2860
Top 11-18, 25c
Simplicity Pattern 2853
Shorts 23½-30, 25c.





Simplicity
Designer's Pattern 8119
Sizes 11-18, 50c.

Collected for Play

Teens



3217 2840 3204

Simplicity Pattern 3217
Sizes 10-16. 25c.
Simplicity Pattern 2840
Sizes 10-16. 25c.
Simplicity Pattern 3204
Sizes 10-16. 25c.



3199 3186 3173 3222 3172 *Blouse* 3129 *Shorts* 2836

Simplicity Pattern 3199
Sizes 10-16. 25c.
Simplicity Pattern 3186
Sizes 10-16. 25c.
Simplicity Pattern 3173
Sizes 10-16. 25c.
Simplicity Pattern 3222
Sizes 10-16. 25c.
Simplicity Pattern 3172
Sizes 10-16. 25c.
Simplicity Pattern 3129
blouse . . . Sizes 10-16. 25c.
Simplicity Pattern 2836
Shorts . . Sizes 10-16. 25c.



2861 *Top* 2829 *Shorts* 2836 3187 *Top* 2829 *Skirt* 2467 *Jacket* 3101 *Skirt* 3173 3100

Simplicity Pattern 2861
Sizes 10-16. 25c.
Simplicity Pattern 2829
Top . . . . . Sizes 10-16. 25c.
Simplicity Pattern 2836
Shorts . . Sizes 10-16. 25c.
Simplicity Pattern 3187
Sizes 10-16. 25c.
Simplicity Pattern 2829
Top . . . . . Sizes 10-16. 25c.
Simplicity Pattern 2467
skirt . . . Sizes 24-28. 25c.
Simplicity Pattern 3101
jacket . . . Sizes 10-16. 25c.
Simplicity Pattern 3173
skirt . . . Sizes 10-16. 25c.
Simplicity Pattern 3100
Sizes 10-16. 25c.

Children

Simplicity Pattern 3244
Sizes 2-8. 25c.

Simplicity Pattern 3152
Sizes 1-6. 25c.

Simplicity Pattern 2652
Sizes 2-6. 25c.

Simplicity
Designer's Pattern 8255
Sizes 7-14. 35c.

Simplicity Pattern 3215
Sizes 7-14. 25c.

Simplicity Pattern 2889
Sizes 7-14. 25c.

Simplicity Pattern 2855
Sizes 7-14. 25c.



3244



3152 2652 8255 3215 2889 2855



8265 8256 3246



2857 3216 8265

Simplicity
Designer's Pattern 8265
Sizes 7-14. 35c.

Simplicity
Designer's Pattern 8256
Sizes 7-14. 35c.

Simplicity Pattern 3246
Sizes 4-12. 25c.

Simplicity Pattern 2857
Sizes 7-14. 25c.

Simplicity Pattern 3216
Sizes 7-14. 25c.

Simplicity
Designer's Pattern 8265
Sizes 7-14. 35c.

Toddlers

Simplicity Pattern 3243
Sizes 6 mos.—1-2-3. 25c.

Simplicity Pattern 3247
Sizes 2-8. 25c.

Simplicity
Designer's Pattern 8268
Sizes 6 mos.—1-2-3. 35c.

Simplicity Pattern 3211
Sizes 6 mos.—1-2-3. 25c.

Simplicity Pattern 2892
Sizes 6 mos.—1-2-3. 25c.

Simplicity
Designer's Pattern 8267
Sizes 1-6. 35c.

Simplicity Pattern 3248
Sizes 1-6. 25c.

Simplicity
Designer's Pattern 8267
Sizes 1-6. 35c.



3243



3247



8268 3211 2892 8267 3248 8267

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The Vacation Hostess

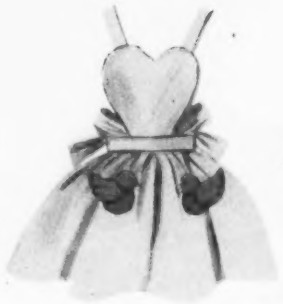


Simplicity Pattern 3051
Sizes 2-10, 25c.



Simplicity Pattern 3166
Sizes 11-18, 25c.





Simplicity Pattern 3084
Sizes 1-6, 25c.





Simplicity Designer's Pattern 8181
Sizes 11-18, 50c.



Simplicity Pattern 2397
Sizes 12-20, 25c.

Simplicity Pattern 2556
Sizes—small-medium-large, 25c.





Simplicity Pattern 3021
One size only, 25c.



Simplicity Pattern 2295
One size only, 25c.

All Simplicity Patterns are PRINTED. Backviews on page 78. Yardages on page 79.

BEAUTY



MARK SHAW

Under the sun

The lovely girl wrapped in a Cannon Towel has solved her hot weather beauty care. All summer long she plays in the water and sun to her hearts content — afterwards looks flower-fresh and feminine. No longer does she return from the beach wind-blown, sunburnt, and freckled. Her good grooming plan centers around a wise selection of cosmetics. . . . For your special grooming problems Simplicity has collected these new beauty aids... (Continued on page 66).



Her Make-up

She chooses a base and powder to compliment her skin tones. Most redheads tend to have a slightly florid skin, look best in creamy beige colors. Our redhead wears Revlon's new, transparent base, Touch and Glow, in "Sun-Tan" which blends smoothly over freckles. Her powder is Revlon's "Dynamite". Her eyes are enhanced by grey-blue shadow. Lips and nails are painted in Revlon's young hearted, bright hearted clear red—"Sunny-Side-Up'.

The Redhead.. in technicolor

The lass with the lovely red hair wears her beauty tricks with discretion. Would you believe that our charming model has the typical problems of many redheads—a few too many freckles, a slightly florid complexion, lashes and brows too light? Her beauty tricks combine a bit of camouflage with a few subtle accents. She selects a base in "Sun-Tan", adds a creamy beige powder—achieves a smooth, natural cover-up for her freckles! Her brows are darkened with short hair-like strokes etched in with a fine brown pencil. Her lashes are darkened with brown mascara, and smokey blue shadow is deftly blended in over the eyes. The final touch—light, bright red for lips and nails. The result—well-groomed loveliness!





3168

Her Colors

She'll wear every smart fashion shade there is, except for intense shades of red and pink. She'll wear green, naturally — there is no one who wears it so well — and this year's subtle variations of yellow, beige, and grey. Along with her pastel favorites, blue and mauve, she'll include the new corals and pale, pale pink.

1. Cannon: Terry Cloth.
2. Wilmington: "Lamara" faille.
3. Samuel Erlman: lace.
4. Stehli: silk chiffon.
5. Amer-Mill: puckered silk and nylon
6. Rosewood: rayon print.
7. Bloomsburg: "Salonika".



3188

Her Wardrobe

- Simplicity Pattern 3168 — She combines the luxurious softness of a full skirted sheer with the magnetic brilliance of bold lime. Sizes 11-18, 25c.
- Simplicity Pattern 3166 — She adores pink, wears it in a pale lace skirt over a sophisticated biege sheath dress. Sizes 11-18, 25c.
- Simplicity Pattern 2874 — Her beach coat blends into the beach colors—sets off her bright hair. Sizes 12-20, 25c.
- Simplicity Pattern 3188 — Her favorite print dress combines her best colors. Sizes 11-18, 25c.
- Simplicity Designer's Pattern 8264 — She prefers stark casualness for a blue daytime dress. Sizes 11-18, 35c.
- Simplicity Designer's Pattern 8259 — A handsome two-piece dress is high fashion in dark grey. Sizes 12-20, 50c.



2874



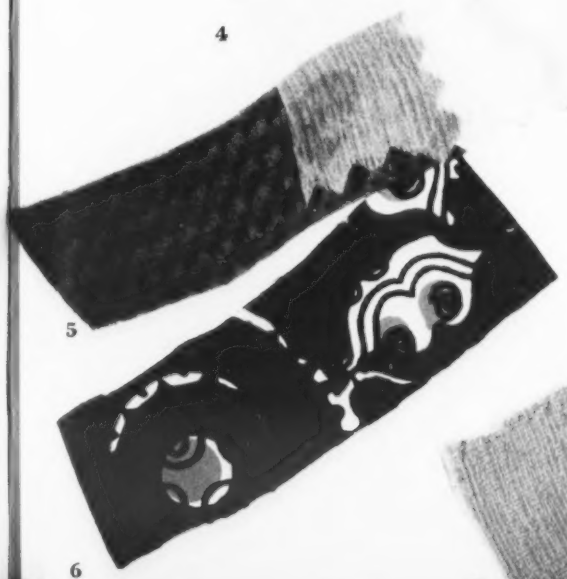
3166



8259



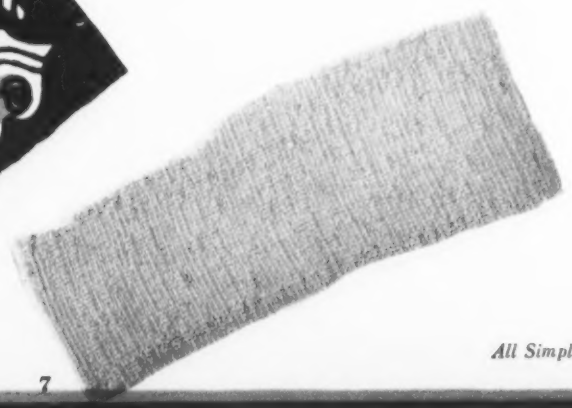
8264



4

5

6



7

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FONSSAGRIVES

There goes a well dressed woman

She's chosen her summer wardrobe from Simplicity's own line of women's fashions — especially designed to combine the best in style with the most subtle notes of flattery. Presented here, six charming ensembles, graciously interpreted for both soft sheers and crisply tailored fabrics . . . collected to meet the many versatile demands of summer living.



Above: Simplicity Designer's Pattern 8261 — charming version of the shirtwaist dress with notched tucks across the bodice, notched cuffs and demure little collar. Sizes 12-44, 35c. In sheer Cohama print by United Piece Dye Works. Right: Simplicity Pattern 3240—wide shaped midriff, roll collar, and shirred sleeves make this an ideal dress for almost any occasion. Sizes 12-44, 25c. A Bemberg sheer print from Hafner. Both hats from Frank Palma. All buttons on these two pages from BGE Originales; gloves from Wear-Right; bags from Garay; jewelry, Karu; belts, Schaffer.

All Simplicity Patterns are PRINTED.
Backviews on page 76. Yardages on page 80.



Left: Simplicity Pattern 3220—the diagonal slant is emphasized by buttons from neck to hemline on this casual dress. Contrasting binding accents slit cap sleeves and big pockets. Sizes 12-44, 25c. In Mallinson's "Butcher Boy Linen". Madcaps hat. Simplicity Pattern 3190 — button-down-the-front sunback dress with important big pockets. Smart bolero does repeat on pockets in smaller version. Sizes 34-50, 25c. Shown here in Lankenau's plain and checked gabardine.





Above: Simplicity Pattern 3189—Fresh looking sheer with dainty eyelet inset, short sleeves, curved pockets. Sizes 34-50, 25c. Dumari's Tebilized voile and Brookdale's eyelet. Hat by Colby. Left: Simplicity Pattern 3134 — softly tailored suit with roll collar; curved shoulder yoke is worked into front panel and pockets. Sizes 34-44, 25c. In Burlington's light-weight checked suiting. Trim suit hat by Salfair.

Simple to make

Start with
a mix and match halter,
a skirt,
and jacket pattern.
Add a small yardage "Little Blouse."

For vacation time when the sun mounts high and ambition sinks low, Simplicity concocts the perfect prescription—a sparkling collection of separates which will keep changing and rejuvenating your wardrobe all summer. Best of all—every one of the styles on these pages is easy to sew, giving you a charming and versatile wardrobe, with a minimum of time and effort.

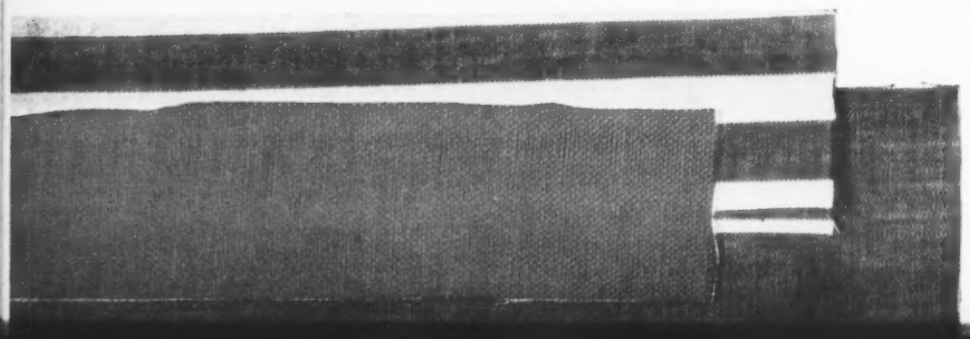
First, choose a pattern which includes a chic halter top, softly flared skirt, and trim little jacket. Then make the halter and skirt in crisp linen of a deep mellow coral. Now that you've used the pattern once, it's a snap to make it up again. This time choose another wonderful sun color—turquoise, in a soft chambray. For the jacket, we recommend a wide striped chambray in turquoise and white to set off your new tan.

Now you'll have two wonderful vacation costumes. Multiply them by two and you'll have four—the striped jacket is crisp looking with the coral skirt. The coral halter goes beautifully with the turquoise skirt, and if you make a turquoise halter too, it can be worn with the coral skirt. In fact, you can create half a dozen costumes out of this Simple-to-Make Simplicity Pattern 3238, 11-18, 25c. Tootal linen in coral, Tebilized for crease resistance. Turquoise solid and stripe chambray, Companion Colors by Avondale. Both, cool easy-to-launder fabrics for Summer wear.



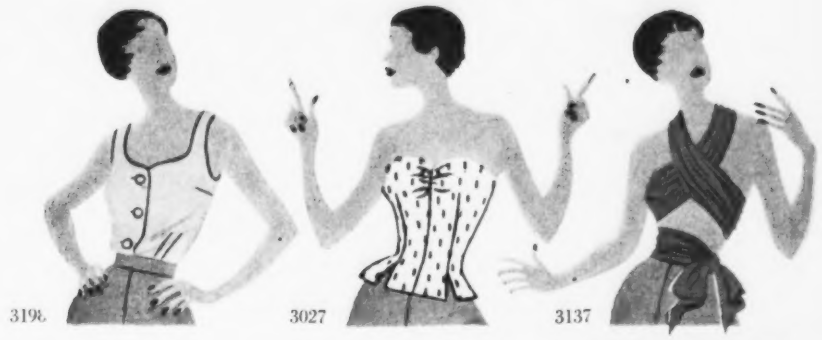


3238

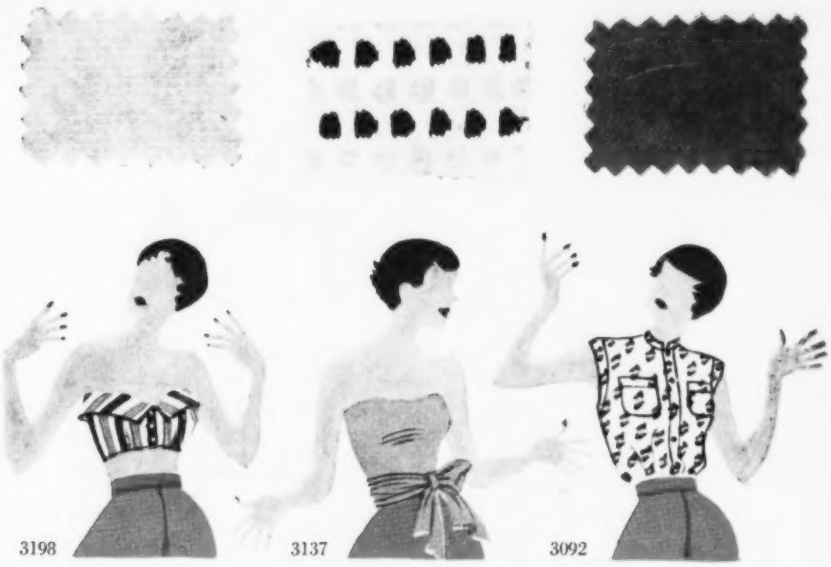




3238



3198 3027 3137



3198 3137 3092



Easy to sew "little tops"—develop the theme of separates and stretch your wardrobe. Simplicity Pattern 3198 . . . the new bathing suit neckline is interpreted in this little top of Cottontail's chartreuse waffle pique—12-20, 25c. Simplicity Pattern 3027 . . . Strapless bodice notched at the waistline. In Bettman's elasticized knit cotton—12-18, 25c. Simplicity Pattern 3137 . . . Softly draped top giving full exposure to back. In Wyner's rayon jersey—11-18, 25c. Simplicity Pattern 3198 . . . Strapless bare midriff top with wide bodice cuff—woven stripe cotton by Nofade Fabrics—12-20, 25c. Simplicity Pattern 3137 . . . Another version of the strapless top which forms cummerbund to tie at the waist. In Wyner rayon jersey—11-18, 25c. Simplicity Pattern 3092 . . . Popular sleeveless blouse in N. Fluegelman's "La Cire" pique print—12-20, 25c

All Simplicity Patterns are PRINTED. Backviews on page 76. Yardages on page 80.



Loretta Young wears a dramatic scarf dress for entertaining. In Onondaga's pure silk print . . . Simplicity Designer's Pattern 8108, 11-18, 50c.



She sets out for the studio in a sleeveless dress with contrasting caped bolero. Hafner printed rayon crepe. Folker butcher linen . . . Simplicity Designer's Pattern 8228, 12-18, 50c.



She wears a whimsical sheer plaid dress in pure silk taffeta over a taffeta slip which matches the sash. All fabrics by Remond-Holland . . . Simplicity Designer's Pattern 8136, 11-18, 50c.

Loretta Young–
She has a style of her own

By Wanda Henderson

Loretta Young has a secret you can share — a secret which has brought her acclaim as one of the country's best dressed women.

Hollywood's top designers have vied with one another in turning out fabulous creations for the lovely star, but whether she is wearing a period costume, a frothy feminine formal or the plainest of plain dresses, there is one test each of these garments must pass. Every dress in her personal wardrobe must be the right dress for the right occasion.

The right thing at the right time is the one phrase that perhaps best typifies Loretta's entire personality. Her active mind and the orderly way she plans her life have made possible a brilliant career as well as a successful marriage to radio executive Thomas H. A. Lewis. Her professional career, her children, social life and benefits leave her little free time, but that's the way she likes it. She cannot abide wasted energy.

The camera, most of the time, shows only Loretta's quiet charm and fragile beauty, but that is just the sheath for the vibrant steel of her character.

"Hobby? No," she smiles. "We have little enough time in this world to do constructive work. The only thing I find really relaxing is to be doing something for a definite purpose."

Although she once made some of *(continued on page 68)*

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Backviews on page 76. Yardages on page 80.

A Famous Star, One of the Best Dressed Women, Tells Her Secret In Planning A Wardrobe



ENGSTEAD

Loretta Young spends a comfortable morning at home in a casual belted jacket, straight skirt — of Crompton Richmond's checked and solid corduroy . . . Simplicity Designer's Pattern 8219, 12-40, 50c.

If you are 5'4" or under

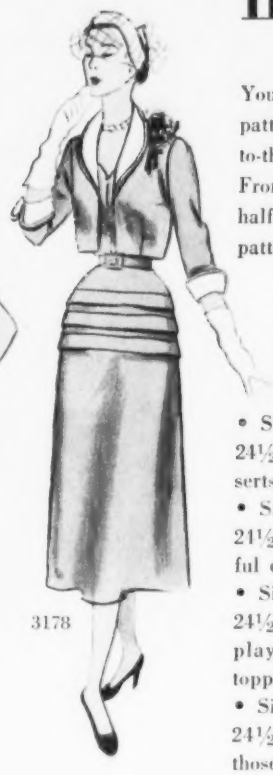
You'll want to sew with Simplicity's exclusive line of half-size patterns. Designed for every age and every occasion, these up-to-the-minute styles are scaled especially for your proportions. From sun-up to sun-down Simplicity has picked a wardrobe in half-sizes for your holiday jaunt. To help you find your correct pattern size, see page 75 for a chart of half-size measurements.



3237



3177



3178

- Simplicity Pattern 3237. 14½-24½, 25c. Filmy organdy with inserts of frosted eyelet, skirt-a-swirl.
- Simplicity Pattern 3177. 14½-24½, 25c. Spirited stripes for colorful effect — velvet touch for belt.
- Simplicity Pattern 3178. 14½-24½, 25c. Sophisticated outfit to play a dual role. Clever bolero topping triple-pleated dress.
- Simplicity Pattern 3195. 14½-24½, 25c. Button! Button! All those little buttons add to a striking square-neck playsuit and skirt.
- Simplicity Pattern 3195. 14½-24½, 25c. Big, bright checks in a one piece playsuit, companion skirt.



3195



2527



2848



3067



3068

- Simplicity Pattern 2527. 14½-24½, 25c. For the spice of a homemaker's life — gay stripes and such frivolous eyelet for decoration.
- Simplicity Pattern 2848. 14½-24½, 25c. Something special in the way of a silk print. Bewitching "V" neck — accenting cummberbund.
- Simplicity Pattern 3067. 14½-24½, 25c. A new version of your pet button-front dress. Removable collar and cuffs in perky eyelet trim.
- Simplicity Pattern 3068. 14½-24½, 25c. Be sure to check and double check this tailored dress. It's most beguiling — has detachable dickey and cuffs — pretty front buttoned bodice — side-slit pockets.



3219

3194

• Simplicity Pattern 3219. 14½-24½. 25c. Gay as all get out in debonair stripes — add a little boy bolero for punch—cropped sleeves.
• Simplicity Pattern 3194. 14½-24½. 25c. Figure flattery to please your feminine fancy — single file of buttons down scalloped edge.
• Simplicity Pattern 3032. 14½-24½. 25c. A print as soft as a butterfly's wing — pleats draping into picturesque pocket at the hip.
• Simplicity Pattern 3132. 14½-24½. 25c. Here's a fresh point of view for pockets and yoke in a casual print for shopping in town.
• Simplicity Pattern 2923. 14½-24½. 25c. The pretty way of dotted swiss — inverted pleat in skirt — a tiny waist — party-going-frock.



3032

3132

2923



3046

• Simplicity Pattern 3046. 14½-24½. 25c. If you're one of the country-club-crowd, you'll love dancing in our sheer lace and crepe gown.



2982



3136



3013

• Simplicity Pattern 2982. 14½-24½. 25c. Three new talking points for summer — slim skirt — fitted jacket with unusual lines — dear little checked fabric that washes.
• Simplicity Pattern 3136. 14½-24½. 25c. The brief little bolero is the short story for 1950! Wear it over a chic dress emphasized by contrasting trim, smart flap pockets.
• Simplicity Pattern 3013. 14½-24½. 25c. You'll be the Queen Bee in your two piece suit of honey tones. Take note of the hip-length jacket — "V" neck finished with a wide pointed collar—lower edge of jacket folded elegantly back.

All Simplicity Patterns are PRINTED.

Yardages on page 80. Backviews on page 76.

Pressing Matters

BY THELMA THOMPSON
Associate Professor, Ohio Wesleyan University

The article "Pressing Matters" discusses some of the extra pressing techniques that can be used to simplify construction and give more professional looking results. But these should be used along with the standard basic pressing methods briefly summarized here.



1 Pressing the center line of a dart helps control lining up of the marks on either side of the dart.

BASIC RULES OF PRESSING

Pressing and ironing require different techniques. In pressing, the iron is lowered and raised over the same spot, not pushed along the material as in ironing.

Press as you sew. Every stitched seam should be pressed before it is crossed with another seam.

Press seams in the same direction as that in which they were stitched. Skirt seams, for example, should be pressed from bottom to top.

Press curved seams over a curved surface, such as you get by using a pressing mitt.

Always press with the grain of the material. For instance, when pressing the surface of a four-piece bias-cut skirt, do not press straight up from bottom to top, but follow the grain which runs in a diagonal direction.

Darts are usually pressed toward the center front or center back of the garment. In heavy materials they are slashed and pressed open.

Underarm darts are pressed down.

Wool should be pressed moist and usually on the wrong side. Always use a press cloth on wool unless a steam iron is used.

Rayon is pressed either moist or almost dry, depending on the type of rayon. Test a scrap of the material before pressing the garment. Press on the wrong side using a press cloth.

Cotton and linen should be dampened and pressed on the wrong side. It is not necessary to use a press cloth with these two fabrics.

Everyone realizes that a knowledge of pressing techniques is most essential if one is to attain the professional look when she makes her own clothes. But there are also many little pressing tricks that can be put to use to help speed up and simplify clothing construction, as well as to help give this desirable professional look.

Pressing can sometimes replace basting if precise measurements are made and pins placed accurately.

Basting a dart is simplified by marking not only the outer lines of the dart but also a line exactly halfway between these two. Find the exact center between the bottom circles on the dart lines and make a line from this center to the top point of the dart. Fold on this center line and press. This helps control lining up of the marks on either side of the dart. *(See Illustration 1.)*

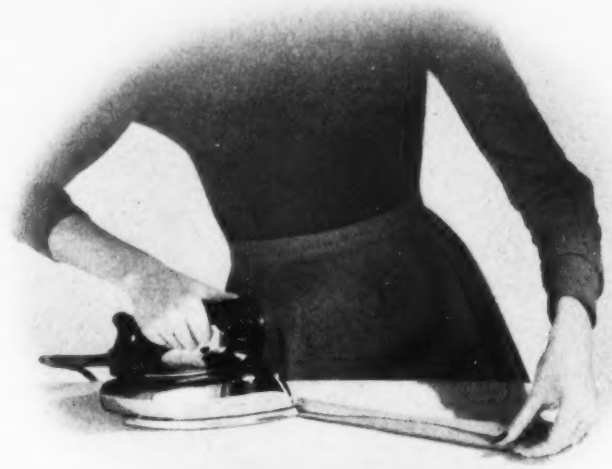
Pressing can be used to mark center lines in fabrics such as cotton and linen which press easily. For example, when a waist back is removed from the pattern, place pins at top and bottom to prevent the center fold from shifting and then press lightly to mark the center back line. If the garment is to be quickly constructed, the pressed center line may be the only marking necessary. If a more permanent marking is needed, the pressed fold line makes an accurate guide for a basting line.

Matching plaids and stripes is a tedious job if attempted from the wrong side of a garment. To insure perfect matching and at the same time to keep the seam line even, pin back the seam allowance on the edge to be matched and press on the seam line. Place the folded edge on the stay-stitched or chalked seam line to be matched: place pins perpendicular to the edge and slip-baste from the right side. *(Illustration 2.)*

BECKER



2 Matching stripes is easy if attempted from the right side of a garment.



3 Pressing is an important part in the preparation of a tuck strip for buttonholes.

Back-stitch occasionally when slip basting; then the fabric will not shift when it is being machine stitched. When the seam is basted, press again to bring both seam edges in place for machine stitching.

Accurate pressing may be satisfactorily substituted for hand-basting in many garment details. The tuck strip buttonhole may be marked either by machine basting, with the help of the machine seam gauge, or with chalk to indicate the center line and the folding line on either side. If the buttonhole is accurately pressed on the fold line previously marked, further basting is unnecessary. The machine seam gauge can be used again to guide the knife-sharp folded edge to make the finished tuck the desired width. *Illustration 3* shows the pressing preparation for the tuck strip.

Preserving the texture of fabric is essential to the well-finished garment. Among the various fibers, wool offers many possibilities in shaping to desired contours because of its characteristic elastic nature. Moist heat, of course, is imperative in pressing wool to prevent it becoming harsh and in-elastic. Wool gabardine, a characteristic worsted, must be treated with utmost care to prevent shine and seam marks, and the seam pressing board is a very reliable tool for this purpose. Mitts, hams, arms and clappers provide means of shaping woolens and worsteds to the desired finish.

Among the important pieces of equipment in treatment of woolens and worsteds is the wool press cloth accompanied by one of drill or another equally heavy cotton. In order to preserve the texture of the wool, the face of the wool press cloth (of the same fabric as the garment, if possible) should always be placed to the right side of the garment. The cotton press cloth is placed between the iron and the garment.

Thus, if the garment is being pressed on the right side, the wool press cloth is between the garment and the drill. When the garment is pressed on the wrong side, the face of the wool cloth is placed next to the right side of the garment and the cotton cloth next to the wrong side of the garment.

Among details that may be difficult to handle in wool are darts and curved seams. Before pressing in direction in which they are finally to lie, curved seams and darts should first be pressed without direction;. this step makes the succeeding pressing easier. In the case of the dart, a sharp edge is obtained without the danger of burying it into the garment.

Illustration 4 shows how a piece of tag board or manila folder may be used in pressing a dart to prevent the folded edge becoming embossed on the right side.

Curved pieces of tag board may also be cut to be placed under curved seams as in *Illustration 5*. These can be pinned in place to prevent shifting while the curved seam is being pressed over a curved pad to retain shape. Pins must be placed outside the pressing area.



4 Tag board is used to prevent folded edge of dart from becoming embossed on the right side of the garment.



5 Tag board is placed under curved seam to get a good sharp edge when pressing the seam.

Embroider a

Give your vacation wardrobe a gay, individual touch by using colorful appliques or embroidered motifs.
Left: The most sparkling of new fashions — the sheath dress with overskirt — brightened by a charming flight of butterflies scattered on the skirt and bodice cuff. Butterfly trims . . .
Simplicity Transfer Pattern 7340, 15c.
Dress . . . Simplicity Pattern 3165, 11-18, 25c.



3165



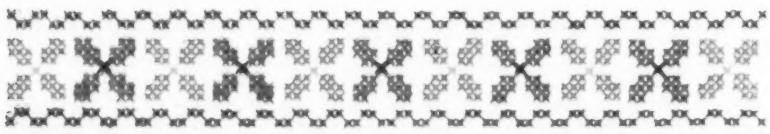
7340



Right: Try a colorful cross-stitch border to emphasize pockets and cuffs of this sundress and bolero.
Simplicity Transfer Pattern 7172, 15c.
Dress . . . Simplicity Pattern 2884, 34-46, 25c.
Far Right: Accent the becoming scalloped neckline of this dress with embroidered sprays of lily-of-the-valley.
Simplicity Transfer Pattern 7163, 15c.
Dress . . . Simplicity Pattern 2906, 32-46, 25c.



7163



7172

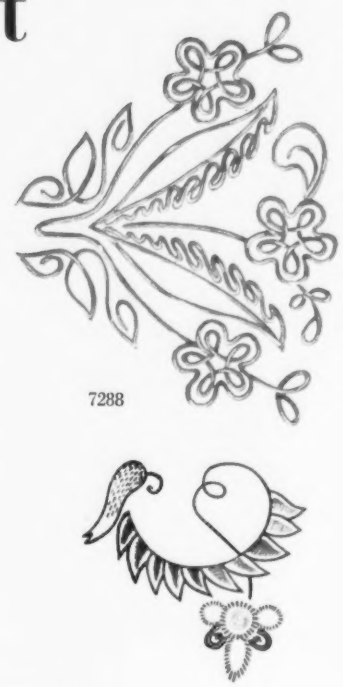


2884

2906

Bright accent

Right: A smooth-lined casual dress for summer with giant patch pockets, curved and buttoned. Heighten the importance of the large pockets by a graceful spray of flowers embroidered in the corner. Try a bright contrasting color for added emphasis. Pictured below is another motif which comes in the same transfer pattern and may be used for a pocket accent also. Simplicity Transfer Pattern 7288, 15c. Dress . . . Simplicity Pattern 2971, 12-20, 25c.



7288



2971



7289

3079

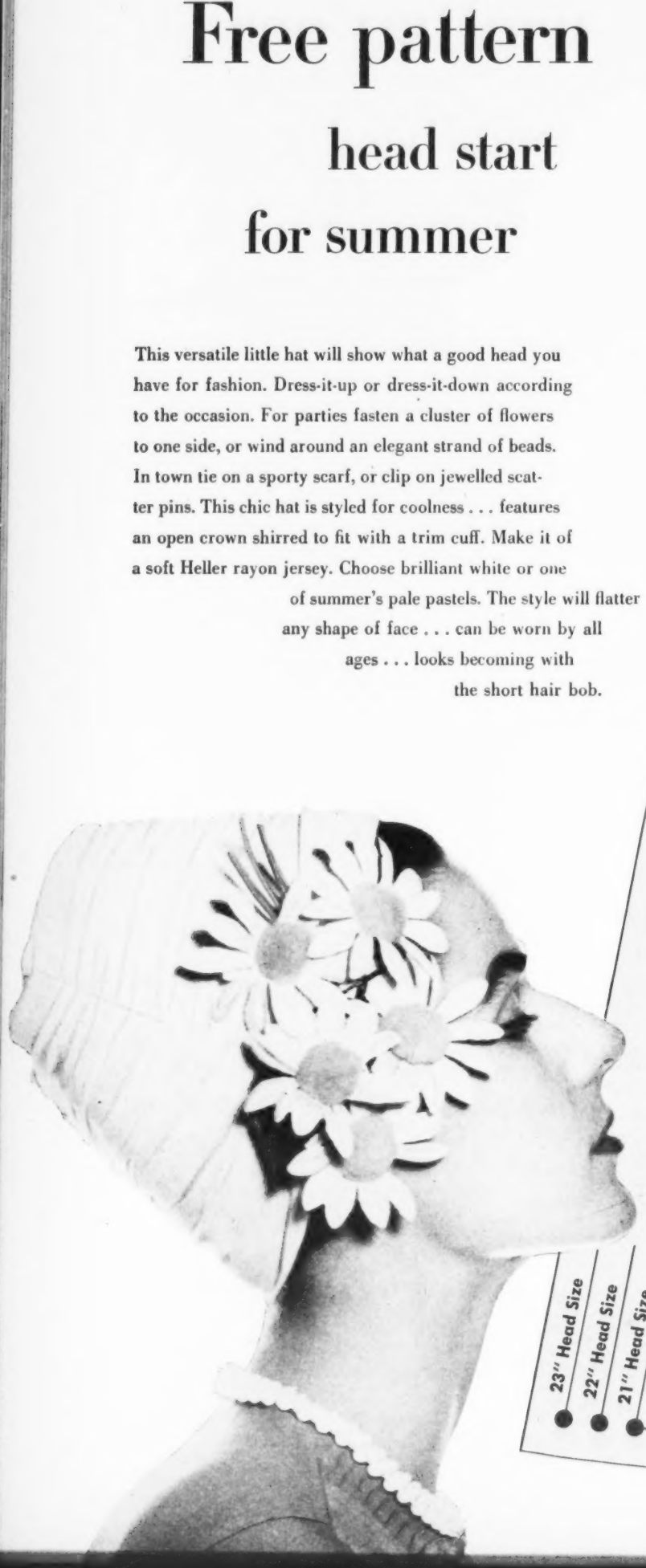
Left: Utilize a gay applique to draw attention to the demure Peter Pan collar and detachable peplum by a sprightly cluster of cherries. Place a bunch of three on either side of the peplum and just a single stemmed cherry on each side of the collar. If you prefer tulips, try the motif pictured to the left, in the same manner; or try a strawberry . . . All included in Simplicity Transfer Pattern 7289, 15c. Dress . . . Simplicity Pattern 3079, 10-16, 25c.

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Free pattern

head start for summer

This versatile little hat will show what a good head you have for fashion. Dress-it-up or dress-it-down according to the occasion. For parties fasten a cluster of flowers to one side, or wind around an elegant strand of beads. In town tie on a sporty scarf, or clip on jewelled scatter pins. This chic hat is styled for coolness . . . features an open crown shirred to fit with a trim cuff. Make it of a soft Heller rayon jersey. Choose brilliant white or one of summer's pale pastels. The style will flatter any shape of face . . . can be worn by all ages . . . looks becoming with the short hair bob.





Requirements for free pattern

½ yard 35", 39", 50" or 54" fabric.
¼ yard 35" crinoline for under hat.
¼ yard 35" or 39" fabric for lining.
¾ yard 1" wide grosgrain ribbon.

CUTTING NOTES

Cut 1 of A on fold of crinoline and 1 on fold of lining.
Cut 2 of B of fabric on grain line

HAT

NOTE: Fit crinoline section to individual head size. If seam allowance is more than ¼"; trim.

1a — Using crinoline under-hat, lap back edges for individual head size, matching small o's; stitch thru small o's. 1b — Encase upper edge in bias fold tape lapping ends at center back.

2 — Join seams of outer sections of fabric for individual head size, matching notches and small o's. Press seams open.



Fold line

Place on Straight of Fabric

Seam line

Seam line

Seam line

3
Outside

3 — Using long stitch, gather along seam lines between small o's. Make another row each side ⅛" apart. Gather along gathering lines in same manner.

4a
Outside

4b
Outside

4c
Outside

4a — Pull up gathers. 4b — Pin outer-hat along upper edge of under-hat, stretching outer-hat to fit. Distribute gathers evenly to fit; fasten threads. Baste along edges through all thicknesses. Tack sections together invisibly along gathers. 4c — Turn upper edge of outer-hat to INSIDE along fold line stretching outer-hat; baste.

Lining
5a
Inside

5b

5a — Using lining under section, join center back seam for individual head size, matching small o's. Press seams open. Baste under ¼" on upper edge. 5b — On INSIDE, place lining section over crinoline section, having lower edges even; baste. Slip-stitch upper edge in place invisibly.

Outside
6
Grosgrain Ribbon

6 — On OUTSIDE baste one edge of grosgrain ribbon over seam line at lower edge, turning in and lapping one end; stitch. Turn to INSIDE along seam line; baste. Tack ribbon at intervals.

1

21" Head Size

22" Head Size

23" Head Size

Seam line

Center-Front Place Line On Fold

SIMPLICITY

A

UNDER HAT

Cut one of crinoline
Cut one of lining

Outer Hat

35", 39", 50" or 54" fabrics

selvedge

B

fold

Under Hat

35" Crinoline
Lining 35" or 39" fabric

Selvedge

A

Fold

Seam line

Seam line

Seam line

21" Head Size

22" Head Size

23" Head Size

The prettiest things next to you





2208



2421



1



2



3



2681

3070



2842

There is nothing nicer than hand-made lingerie in pastel nylons, rayons, or crisp cool cottons . . . nothing quite as refreshing as the added fragrance of a summer's cologne.

• Simplicity Pattern 2208 — The gayest print midriff pajamas you've ever seen. Shortie trousers for lazy comfort; neckline cut deep, and tied into a becoming bow; permits just a slight suggestion of midriff. Sizes 12-20. 25c.

• Simplicity Pattern 2421 — This charming half-slip with a flare for femininity. Embroidered eyelet ruffle caught by two lady-like bows. Sizes 24½-30. 25c.

• Simplicity Pattern 2681 — Just a ruffle for a nightie sleeve — daintily edged in lace. Snug little waist; gracefully skirted. Sizes 12-20. 25c.

• Simplicity Pattern 3070 — Form fitting bias-cut slip, with delicate flower embroidery to show-off under a sheer blouse. Sizes 14½-24½. 25c.

• Simplicity Pattern 2842 — Short-cut to beauty! A light-hearted wrap-on housecoat; wasp-waist . . . whirl-around skirt . . . Sizes 12-42. 25c.

1 — "Potpourri" by Prince Matchabelli
2 — "Command Performance" by Helena Rubinstein
3 — "Strategy" by Mary Chess

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Simplicity Kate

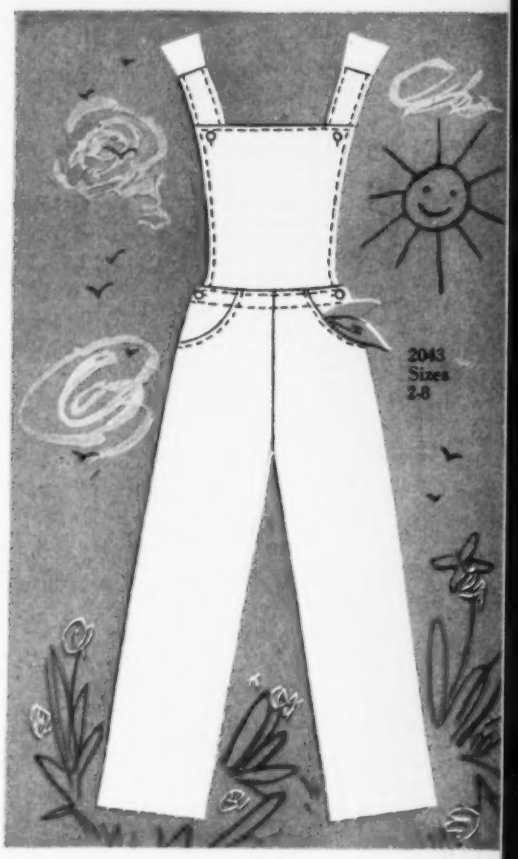
A cut out doll to play with. Change her clothes. She wears Simplicity Patterns just like you do.



She goes to the zoo and feeds the elephants



On the beach Kate builds sand castles



She plays in the mud and makes pies

DIRECTIONS: Cut out page along the dotted line. Cut out the clothes on this page, being careful not to cut through the ones on the other side. Then turn the page and cut out the clothes on the back and color them any way you like. If you paste Simplicity Kate on some light cardboard she will be able to stand up.

All Simplicity Patterns Are PRINTED



She rides her rubber duck like a mermaid



Simplicity Kate
wears these too —
Color them before
you cut



Kate picks daisies
for a bouquet

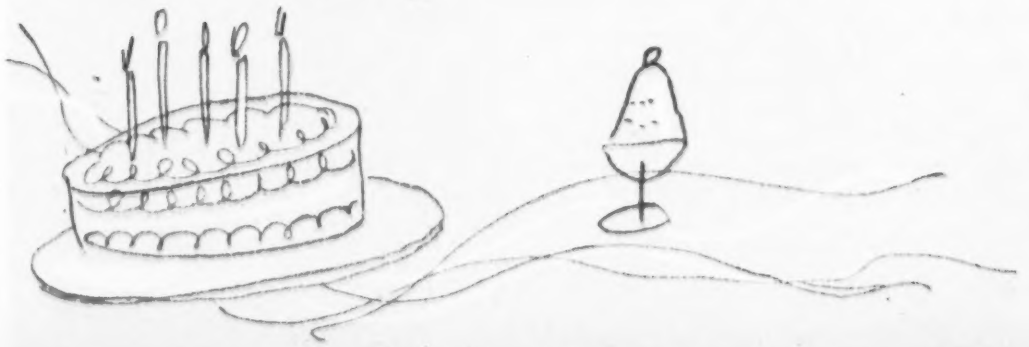




"Anchors Away" sings Kate
in her sailor dress



Kate eats
ice cream and
cookies at a party



Design Smart Looking Clothes

IMPROVE YOUR SKILL DEVELOP YOUR TALENT

STUDY AT HOME

.... Add Zest, Thrills, Fascination to Your Work

Whether you wish to make a career of dress designing or want only to gain the skill needed to create original styles for yourself and members of your family, the National School of Dress Design now offers you the opportunity to acquire practical basic training. which requires only spare time study at home.



To those with aptitude, our interesting home study foundation Course in Fashion Designing, Fashion Sketching, Pattern Drafting, Cutting, and Fitting, provides a sound fundamental background — a background which may open the door to an eventual fashion career, or add fascination, thrills, and zest, as well as increased skill, to the work of the home-sewer or the dressmaker.

Designs for Hollywood Stars Says "Results are Wonderful"

"National School of Dress Design,
Chicago, Ill.
Gentlemen:
". . . I finished a 'creation' today of beautiful silver cloth, imported material, $25.00 per yard, for a Hollywood star, which is being worn tonight at an opening.

I gave only one fitting, and it was a creation to behold, thanks to N. S. D. D. I cannot exactly put my finger on all you are doing for me, but the over-all results are wonderful.

I am to do eight formals for this star, and other stars are coming. I never make two alike, or similar, and that is just another reason why they are seeking me . . .

I want to tell you again that I appreciate your cooperation and I hope that you will endure me until I have completed your most thorough course. I am so sorry that I did not study with you years ago—but better late than never."

Most sincerely yours,
Mrs. M. L. B.
Los Angeles, Calif.

N. B. In publishing this testimonial, the school does not imply that every student will be as successful as Mrs. M. L. B. Name and address on request.



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You may be interested in designing only for your own pleasure, as a personal accomplishment, as a means of enabling you to design your own apparel or that of your family or friends. Or, you may want additional skill to advance yourself in your present work. Last, but not least, eventually you may be interested in seeking your first position in the fashion field. . . but whatever your aim may be, it is wise to acquire first a sound foundation training—and that is exactly what N. S. D. D. offers you.

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Beauty under the sun

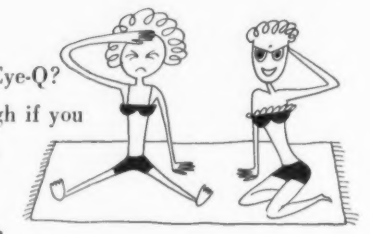
(Continued from page 45)

It's no laughing matter when the sun plays tricks on your beauty. To help fool the weatherman, Simplicity suggests you use soothing cosmetics, and pretty beach accessories on your holiday.



Is your face red?
Avoid unpleasant sunburn.
Apply Ardena Sun-Pruf
Cream, or Jacqueline
Cochran's Sun'n'Snow.

What's your Eye-Q?
It's bound to rate high if you
protect those
bright eyes with
Lugene's sun glasses.



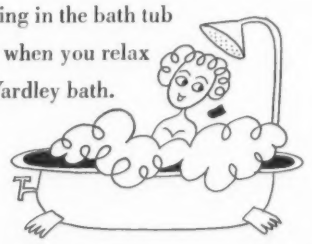


These bonny sun glasses
cut the seaside glare.



Your best beau will love to hold
your hands when you keep
them soft with Revlon's Aquam...ne Lotion.

You'll feel like
singing in the bath tub
when you relax
in a Yardley bath.





Pamper yourself with Yardley's
Lavender scented soap, bath salts,
and dusting powder.



No need to hide just because
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Try Revlon's Touch-and-Glow
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Face Powder.



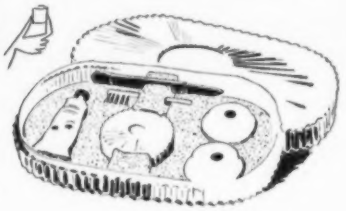
New version of
putting all your
eggs in one basket.



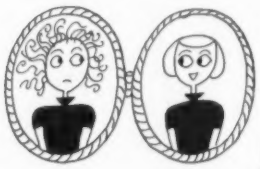
Tuck all those loose lotions
into an Arice Flatter-Pax kit.
Comes complete with
plastic bottles and jars.

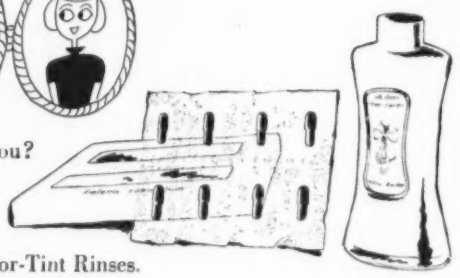


You'll take to the water
like a mermaid when
you wear waterproof mascara,



eye shadow,
eye cream, and pencil.
From Helena Rubinstein.

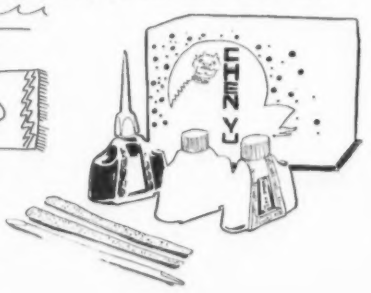




Which type are you?
For smooth shining hair
use Helena Rubinstein's
Silk Sheen Shampoo, Color-Tint Rinses.



Why go on a sit-down strike?



For pretty, show-off hands
and feet, buy Chen Yu's
Mani-Kit. Temple Fire
is the new summer shade.



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She has a style of her own

(continued from page 52) her own clothes for economy reasons, Loretta now turns to sewing for fun and to help fulfill her creative urge. Her dressing room is well stocked with Jacques Fath's, Irene's and Adrian's, but she gets a thrill out of wearing something she has made for herself.

Loretta admits every trade has its tricks, but she doubts if there are any practical shortcuts in becoming a really good seamstress.

"The main thing to remember, and it applies to every job," says Loretta, "Is not to be afraid to go ahead. You are likely to make mistakes, but you will learn making them."

"There's one mistake I keep making," she laughed. "I'm forever putting the left sleeve in the right armhole. However, I don't push my luck too far as I try to stick to simple, uninvolved patterns. That's why I prefer to do children's clothes — they are so much fun, and I have no trouble getting them finished."

Of course, when Loretta completes a garment she really does finish it inside and out. "I'm very particular about details," she says, "if for no other reason than to challenge my own laziness."

Although the Oscar winning actress' slim figure would be superb in severely tailored clothes, she goes in for the feminine, but not overboard. Her natural conservative nature asserts itself in her wardrobe. Her ideal garment is one with smooth uncluttered lines, yet with just enough softness to suggest the feminine touch.

"I love frills and lace," she says — "in my bedroom."

Being essentially feminine, Loretta, of course chooses formal wear as her favorite. "If you are going to spend 30 minutes or an hour getting dressed," she asks, "why not really dress up?"

In selecting colors the sky is almost the limit except for chartreuse which is taboo for Loretta Young. She feels she is not quite brunette enough for it. Her favorites are red, white, black and emerald.

A must for most of the busy star's gowns is that they be "step-into's."

"I put on my make-up, fix my hair and go through all the preliminaries first," she explained. "By saving the dress for last you avoid that crumpled look that can ruin a lovely gown."

"Since people who talk to you look at your face she believes the most important part of your costume is from the waist up. Different scarves, collars, jewelry or a gay hat can transform a simple dress."

"One of the most practical things in my wardrobe is a navy blue coat, quite a number of years old. I have three collars I interchange — one a fur, one a white pique and a large one of pink pique. You'd be surprised how many of my friends think it is a new coat each time I wear it.

An ensemble is never complete in Loretta's eyes without gloves, especially the little white shorties.

"Many times I will go out without a hat, but I must have spotless white gloves — they are the final, jaunty touch that gives a lift to any ensemble," she exclaims.

Loretta Young's unerring good taste has won her international acclaim as a fashionwise beauty both on and off the screen. However, styles may come and styles may go, fashions die and fashions revive, but through it all one fact remains constant—Loretta dresses to please her husband—and loves it.

* * *



Interface those fine details

Interfacing is as important a hidden detail on your soft, summer clothes as it is on suits, boleros, toppers, and all those crisply tailored winter fashions. This year, with the emphasis on voiles, batistes, sheer rayons and nylons, interfacing is even more important. The results of your homesewn fashions will be smarter, more finished, more professional if you use interfacing to perk up the important details of the very soft dress. Armo Hair Canvas comes in a very light-weight quality for just that purpose. Below we show you two examples of the way a nice dress becomes just that much nicer by the use of a little well-calculated interfacing.



Without Interfacing

Even brand new, your soft, pretty party dress has a tired look. It misses the excitement of its loveliest feature — the delicately winged collar.



With Interfacing

The inside crispness on your collar creates a frame for your face — still maintains a soft look. Wamsutta's "Supervoile". Simplicity Designer's Pattern 8243. 12-18, 35c.



Without Interfacing

The blouse of this two-piece dress appears a bit droopy, does not highlight the smart neckline, pockets, and cuffs. The buttons add too much weight, pull front out of shape.



With Interfacing

Note the nice emphasis of detail when interfacing is used. Of Stotter's pure silk companion prints. Simplicity Pattern 3061, 11-18, 25c.

Fashion touches for your sewing

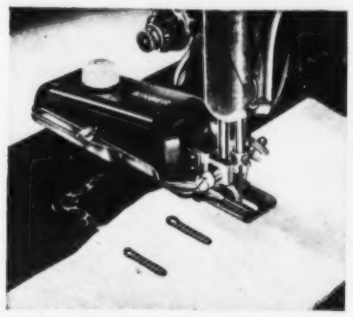
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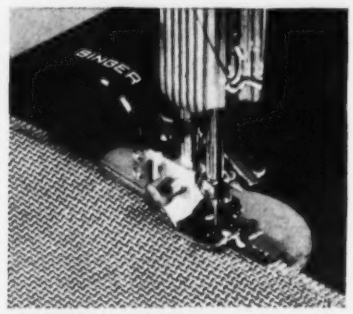
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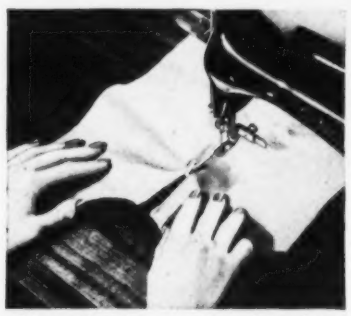
Here are four of the many available at your SINGER SEWING CENTER.



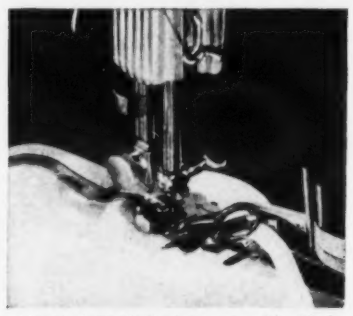
Buttonholer turns out perfect, non-fraying buttonholes in a few seconds apiece. Won't snag even on sheer fabrics. $9.95.



Blind-Stitch Attachment, newest addition to the SINGER line, sews invisible hems by machine. $4.95.



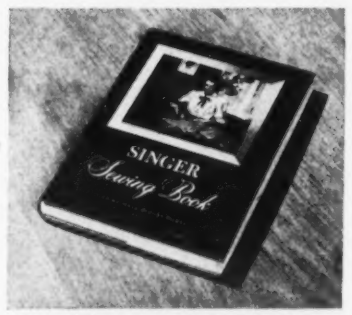
Zipper Foot lets you stitch along either side of slide fastener, sew it in place smoothly, without gaps. 75¢.



Multi-Slotted Binder sews on bias binding, will handle two different widths at same time. $1.25.

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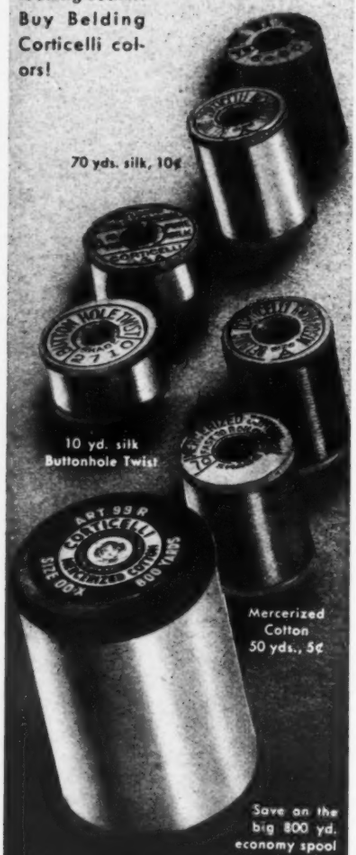
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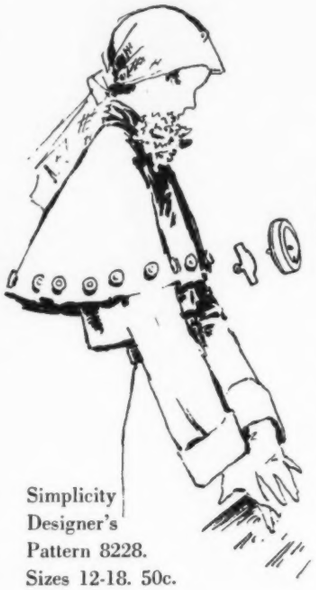
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It's all done with Buttons

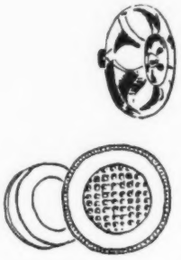
Take a chic button . . . glue it onto a swirl . . . make a scatter pin. Sprinkle several of these bright, new pins on all your clothes. From big, shiny, gilt buttons to petite pearly ones, there is a wide range for pepping up a dull outfit. All buttons and swirls illustrated are from La Mode.



Pry off the shank of the button with scissors or pliers. Smooth the rough surface with a nail file. Use household cement to glue button onto swirl. Do not wear the pin until it is thoroughly dry. La Mode buttons and swirls are available at all the department store notion counters.



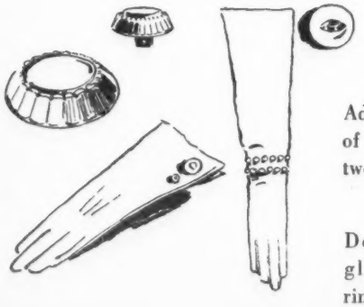
Simplicity Designer's Pattern 8228. Sizes 12-18. 50c.



For sophistication fasten large metal or plastic buttons to the bottom edge of a cape.



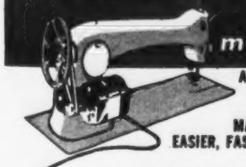
To give a summer bonnet new charm, clip a row of gay flower buttons around the ribbon band on crown.



Add sparkle to a pair of evening gloves with two rows of rhinestones.

Dot your daytime gloves with metal rimmed pearl buttons.

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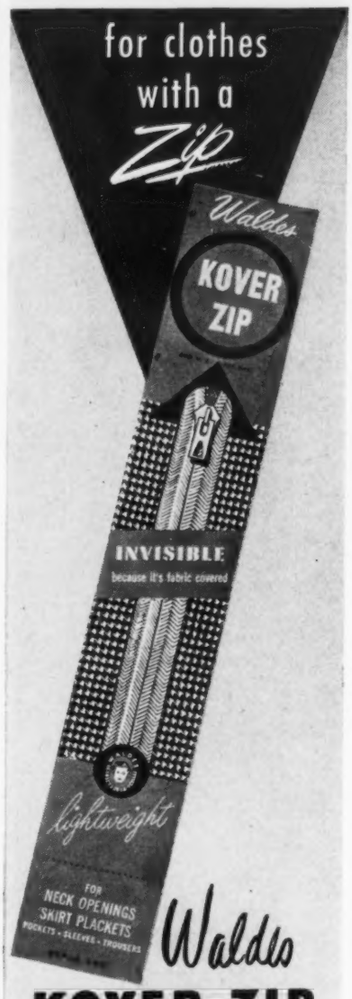
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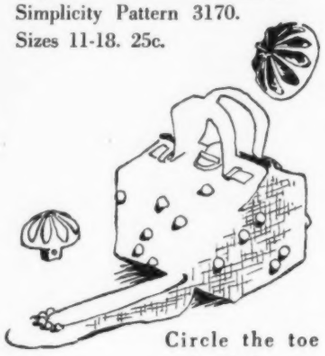
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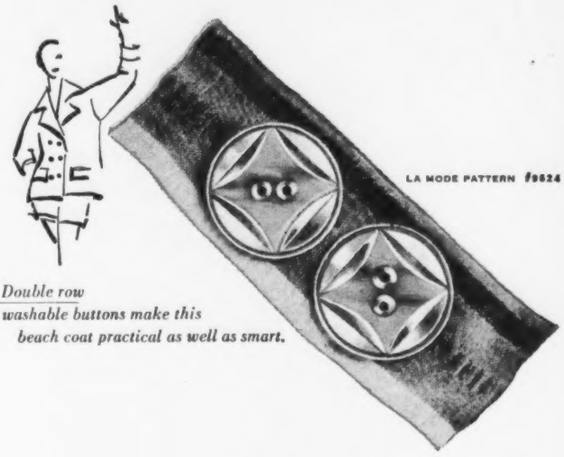
Play up the scallops with delicate pearl or plastic buttons. Simplicity Pattern 3170. Sizes 11-18. 25c.



Circle the toe and splash onto your purse showy metal buttons.

Pin an exquisite jewelled button to the belt, and to a ribbon around your neck. Simplicity Pattern 8181. In sizes 11-18. 50c.





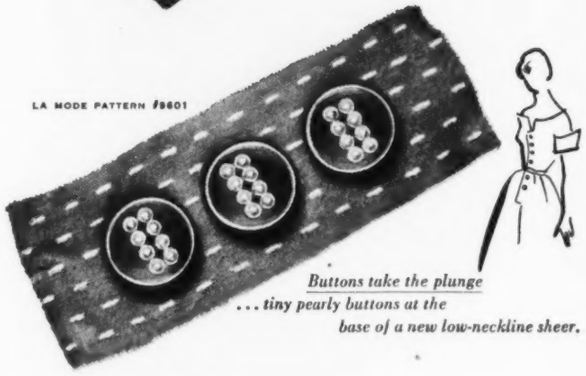
LA MODE PATTERN #9624

A Double row of bright washable buttons make this beach coat practical as well as smart.



LA MODE PATTERN #9607

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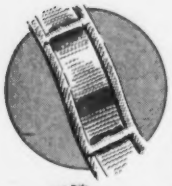
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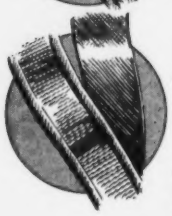
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Dept. S-3, 41 Division St., N. Y. 2, N. Y.

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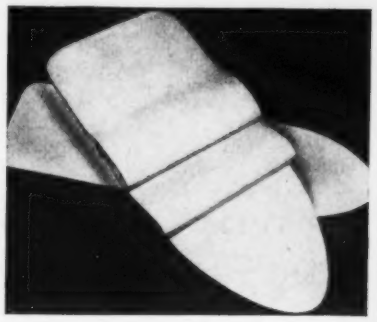
Sewing Economy, Inc., Dept. S-3
41 Division St., New York 2, N. Y.
Please send me FREE CATALOGUE at once:

Name .....
Street .....
City..... Zone... State.....

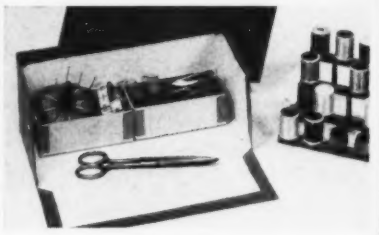
Sewing Circle



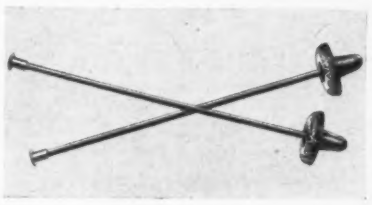
● Hiawatha Basting Guide designed for finger-tip control. Finger ring is adjustable. Made by David Traum Co. At all dept. store notion counters.



● Gerry Nufoam Ha-Ha Latex Foam Ironing Pad. Irons over buttons, snaps, zippers. Embroidery and other trims not flattened down. Prevents ugly shine on woolens. Takes ironing heat safely. 54" and 48" lengths. Sells at department store notion counters.



● Attractive sewing box with drop front. Contains a holder for 32 spools of thread. Protects your thread from sun which fades, and dust that soils. Room in front for scissors. Two trays in back for all your sewing aids. From W. H. Collins, 419 Broome St., N.Y.C.

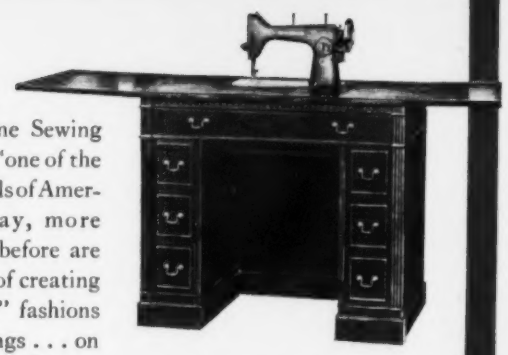


● Gaily decorated sombreros for knitting needle point guards. Rubber cup inside sombrero fits needle sizes 1-10. Keeps yarn from slipping off needles; makes points harmless. From Hero Manufacturing Co., Inc., Middleboro, Massachusetts.



Great-grandmother's first prom

...her dress was "New-Home Sewn"



For four generations, a New Home Sewing Machine has been "one of the family" in thousands of American homes. Today, more women than ever before are enjoying the thrill of creating "New-Home Sewn" fashions and home furnishings . . . on today's all-new New Home. There's a New Home model . . . desk, console or portable . . . "custom-built" for you . . . and your budget. Plan now to see the strikingly beautiful new cabinets . . . the many patented New Home features that make sewing faster . . . easier. One of the 4,000 New Home dealers is nearby. Consult classified directory or write for his name and "Sewing Savings" booklet.

18th Century Desk—Model 400. Closed, a distinctively styled, convenient desk. Open, America's finest sewing machine. $295.00. Other models . . . all with lock-stitch mechanism . . . start at $89.95.

Guaranteed by Good Housekeeping

COMMENDED BY PARENTS' MAGAZINE

AUTHORIZED DEALER

NEW HOME LIGHT-RUNNING HOME

SEWING MACHINES

Breezy Airs with Land o' Lace

Reg. U. S. Pat. Off.

Cooling summer wardrobes adopt breezy airs when Land o' Lace embroideries, laces, rufflings and embroidered fabrics are in view. Use frosty, exquisite Land o' Lace for highlighting summer's fashions.

JUNIOR MISS AND MISSES'
1-PIECE EYELET EMBROIDERED DRESS
SIMPLICITY PATTERN 3164 — II
Use 4½ yards "Land o' Lace" eyelet batiste No. 01389

NOW AVAILABLE . . . the new LAND O' LACE booklet—"THINGS TO KNOW ABOUT LACES AND EMBROIDERIES—their use in fashions and homes"—8 big pages filled with interesting facts and photographs of laces and embroideries. An invaluable aid to home sewers. Price 10¢ per copy. Ask for it at your sewing center, lace, notion and piece-goods counter.



Emanuel Roth Co., Inc., 71 W. 35th St., New York 1
Emanuel Roth of Calif., Inc., 120 E. 8th St., Los Angeles 14

Why fuss making buttonholes?



Home sewing is easier, more fun with

GRIPPER* FASTENERS

YOU CAN MAKE those new dresses, blouses, or children's clothes—without long, tedious buttonhole making!

It's no trick to attach GRIPPER Fasteners . . . and if you want decorative buttons, merely sew them over the GRIPPER Fasteners . . . right through the sockets.

You'll find, too, that these handy laundry-proof snap fasteners are wonderful closures for *most* of your home sewing projects.

Get them at any notion counter —and end "buttonhole bother."



Easy-to-follow instructions on each card.

GRIPPER* FASTENERS

Oakville Company Division
Scovill Manufacturing Company
Waterbury 20, Conn.

*® by Scovill Mfg. Co.

Water wear

For color and drama on the beach, slip on a Kleinert's swim cap. You'll also want a vivid beach bag to hold all your bathing accessories. Colors will not fade. Caps, bag are waterproof.



"RIVIERA ROSE" Twin roses of blue, coral, yellow, or aqua rubber on a white cap.

"ELEPHANT CAP" For children from 2-6. Three colors on a white base.



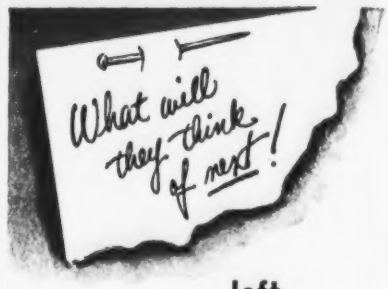


"TURBAN" Textured rubber in turban shape. White, yellow, blue, red, or aqua. Revolutionary in design.



"GAYTONE POCKETS" Diamond patterned cap and beach bag. Bag has rubber lining, three outside pockets. Matching chin strap on cap.





left-handed shear

Are you left-handed?



Why put up with ordinary shears if you're left-handed? Banish forever the tedious discomfort of cutting fabrics with ordinary shears. CLAUSS designs one especially for comfortable fit in the left hand.



pinking shears

Put a pinked finish on your fabric as you cut your pattern. Prevents raveling and dangling threads. No finer shears made.



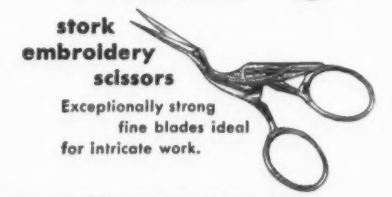
LIGHT **pattern trimmers**

Ideal for all-purpose use on light and medium weight fabrics. The perfect shears for all 'round household use too.



buttonhole scissors

To get the *exact* size of the cut you want, simply turn the set-screw to the proper position.



stork embroidery scissors

Exceptionally strong fine blades ideal for intricate work.

Write for FREE illustrated booklets on how to make home-making easier with CLAUSS cutlery.

CLAUSS

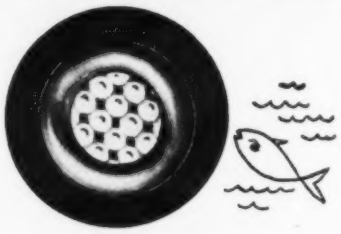
Available at all leading stores.

THE HENKEL-CLAUSS COMPANY
Fremont, Ohio - New York Office, 1107 B'dway



thinking of...

washable buttons for your washable dresses?



...then think of

Costumakers

"BUTTONS THAT ARE MORE THAN BUTTONS"

No washday worries when your frocks are buttoned with washable Costumakers . . . they'll take any tubbing treatment the fabric will . . . without fading, without color-running, without warping — without *any* loss of their original lustrous beauty. And at Costumakers' bus-fare cost, you can use them to glamourize *every* Summer dress you own!



10c and 25c a card at variety chain stores

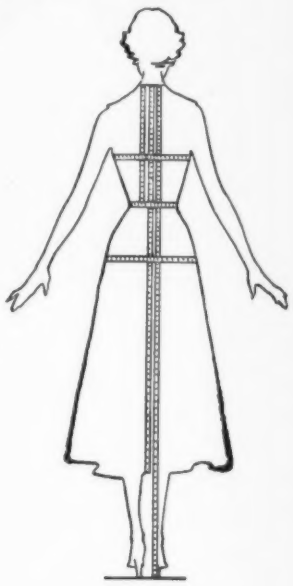
LIDZ BROTHERS, Inc., 250 West 36th Street, N. Y. 10

Are You A Half Size?

If you are 5'4" or under and have difficulty getting a good fit in women's or misses' sizes, it is very possible that you would have better luck buying half size patterns.

Simplicity has a large collection of fashions styled especially for half size proportions. The regular women's or misses' sizes, are proportioned for a figure 5'7" tall, but women's and misses' half size patterns are proportioned for an average 5'4" tall, and are shorter in the waist, skirt, sleeve and shoulder lengths.

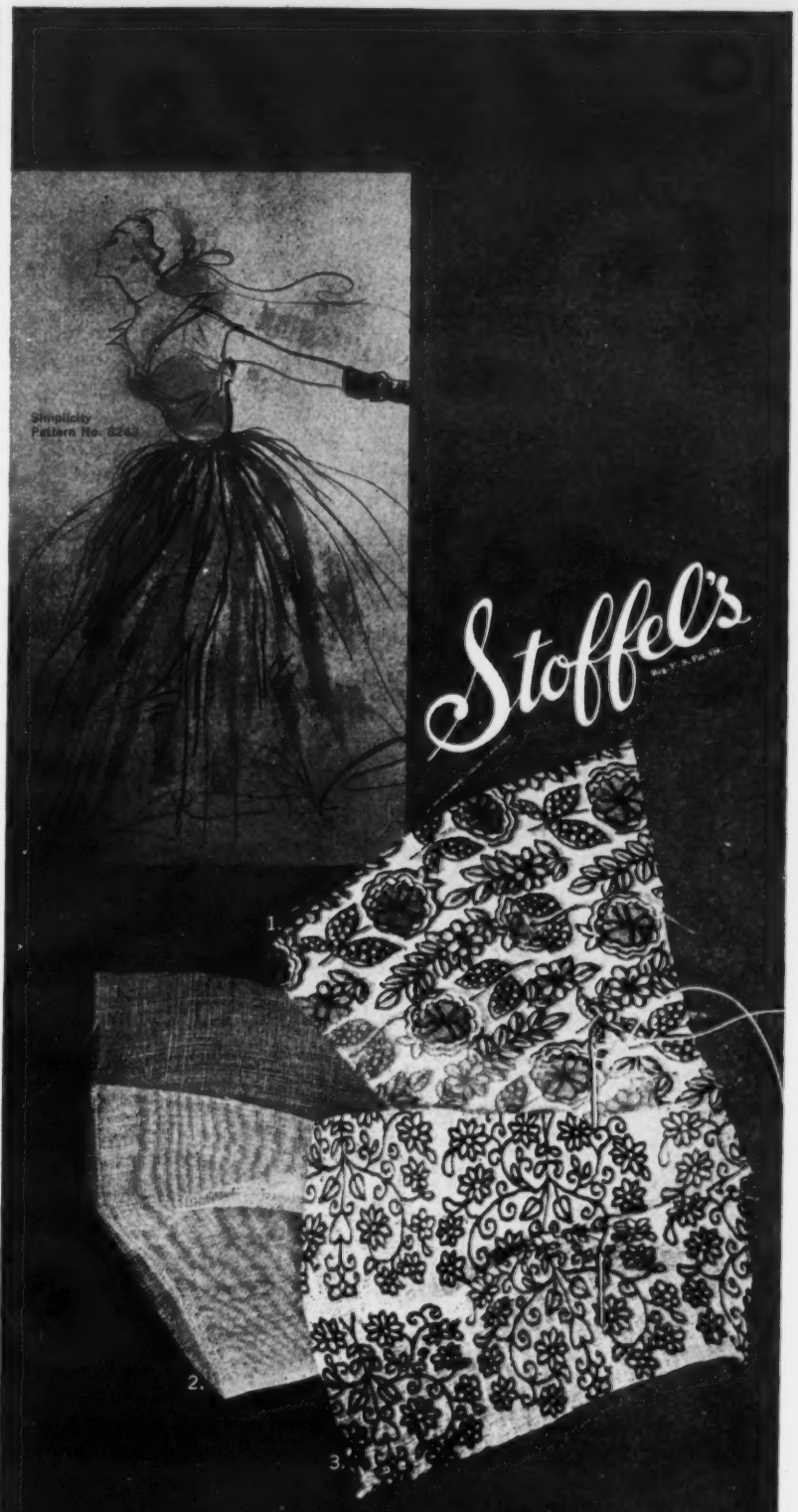
Half sizes are just in between regular sizes. For example: If, in a women's size you find that a 38 is too tight, a 40, too large, and that both are too long in the waist, skirt, sleeve and shoulder lengths, try a size 20½. The measurements of bust, waist, and hips are just in between a size 38 and 40, and skirt, sleeve, and shoulder lengths are shorter.



To help you determine whether you are a half size, Simplicity has prepared this chart of standard measurements on which half size patterns are based.

Size	Bust	Waist	Hip	Back Lengths from Neck to Waist	Hem	Floor
14½	33	27	36	15⅞	43½	55½
16½	35	29	38	15¾	44	56
18½	37	31	40	16⅛	44½	56½
20½	39	33	42	16½	45	57
22½	41	35	44	16⅞	45½	57½
24½	43	37	46	17¼	46	58

Check these measurements with your own to decide what size will be best for you.



Dreams come true . . in Stoffel's fine fabrics.

1. "La Chine"*, fine semi-sheer muslin . . in early Americana, Swiss floral, and mosaic designs. Sanforized*.
2. Stoffel's Swiss Organdie. Permanent finish. Pale dawn tints, glowing pastels, vibrant darks.
3. "Summer Dream" crinkled organdie. Bellmanized* permanent starchless finish. Sheer, with a delicate bouffance. Ice tints, pastels, dark shades . . in florals and geometrics.

All guaranteed washable.

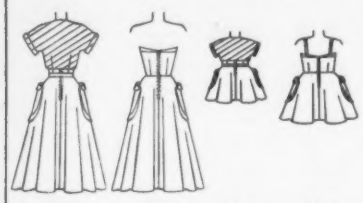
When you buy cottons by-the-yard, always ask for Stoffel's . . and make sure by looking for the name on the bolt. Among the many well-known Stoffel's fabrics are . .

"Sportella"* chambray "Julep Cloth"* "Tiny Dot"* dotted Swiss
"Frostint"* shadow printed organdie Printed Voile

Stoffel & Co., 271 Church Street, New York 13, New York

*®

Backviews of Front Cover

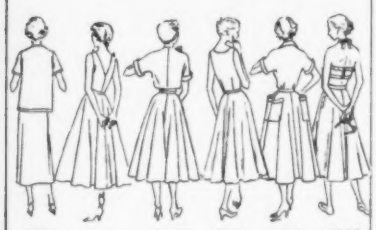


3233 3233 3247 3247

Simplicity Designer's Patterns



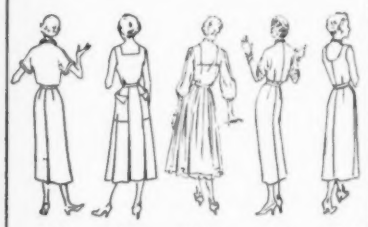
8108 8136 8218 8219 8228 8235



8235 8238 8241 8241 8245 8245



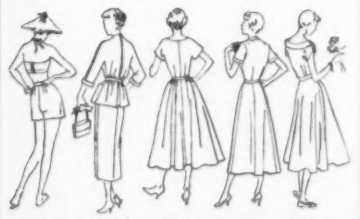
8246 8246 8247 8247 8248 8249



8249 8250 8251 8252 8252



8252 8253 8254 8254 8256 8258



8258 8259 8260 8261 8264

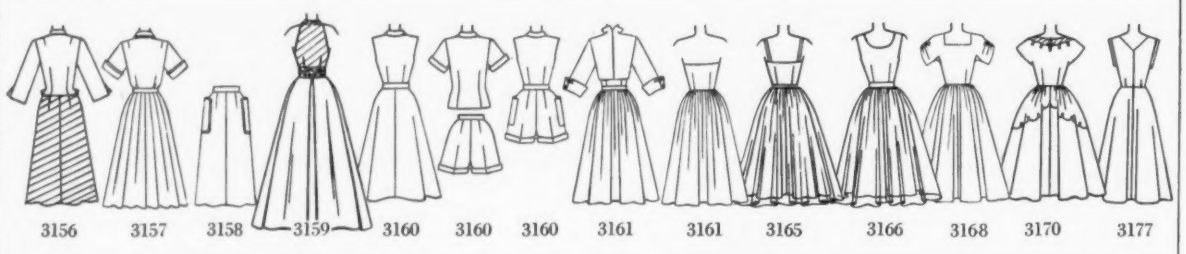
BACKVIEWS FOR STYLES SHOWN IN THIS ISSUE



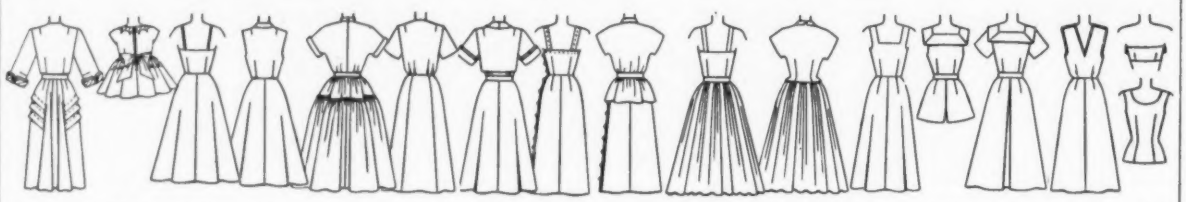
2208 2421 2527 2681 2842 2848 2874 2884 2906 2923 2971 2982 3013 3027



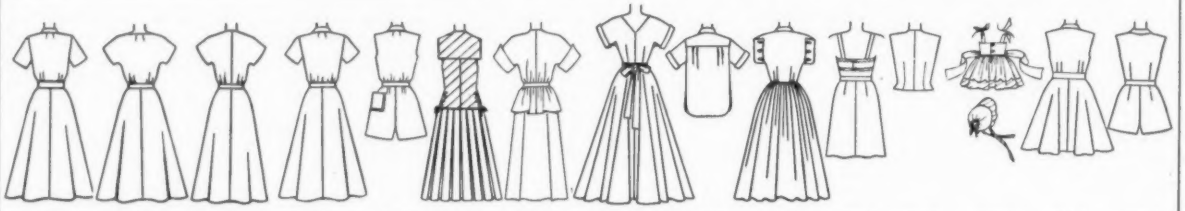
3032 3046 3067 3068 3070 3079 3092 3122 3132 3134 3136 3137 3155 3155 3156



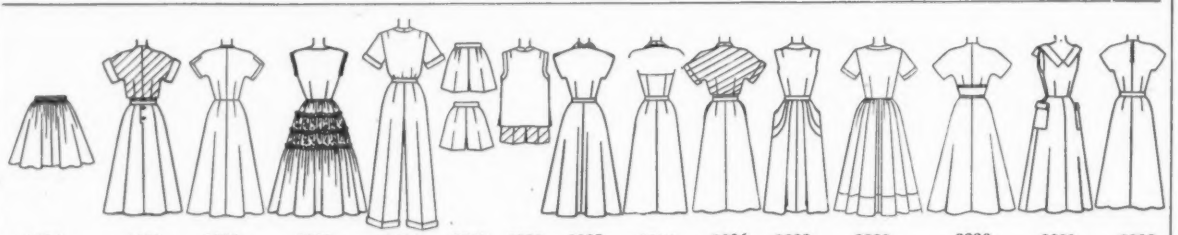
3156 3157 3158 3159 3160 3160 3160 3161 3161 3165 3166 3168 3170 3177



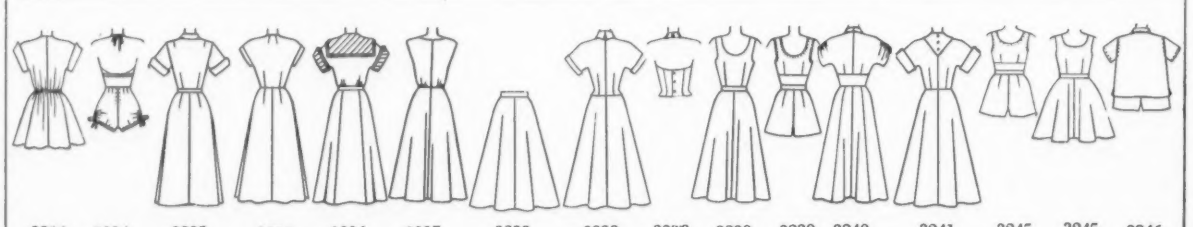
3178 3179 3187 3187 3188 3189 3190 3192 3192 3193 3193 3194 3195 3195 3197* 3198



3200 3202 3203 3204 3204 3205 3206 3208 3209 3210 3212 3212 3213 3214 3216



3216 3219 3220 3221 3223 3223 3223 3225 3226 3226 3228 3229 3230 3231 3232



3234 3234 3235 3235 3236 3237 3238 3238 3238 3239 3239 3240 3241 3245 3245 3246

Simplicity Regular Patterns



"Should I hope... should I wonder?"

"Hope I don't have to shrink it before I sew it!"

"Will it shrink maybe, ANYWAY when it's made?"

SAVE YOURSELF from *every* kind of shrinkage problem . . .

Be sure it says "Sanforized!"

Cotton yard goods with the "Sanforized" trade-mark save you buying extra fabric to allow for shrinkage.

Cotton yard goods with the "Sanforized" trade-mark save you tedious home shrinking before you cut the goods.

Cotton yard goods with the "Sanforized" trade-mark make dresses that *keep* their fit. Shrinkage can't steal their charm—or waste your labor.



Seeing is believing! Make sure you see "Sanforized" on the bolt end.

·SANFORIZED·
TRADE ® MARK



Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

Smart Tricks! (at a trifle!)

—by the "LADY IN LACE"*



FASHION "WEAR-WITH-ALL"! Eyelet Embroidered Batiste flounce in white and pastel shades (now in sheer organdie too!). Sew it into detachable overskirt. Change it endlessly from dress to dress! (AFC #2155/4) Simplicity Pattern 3125.



CLEVER! Simply button this trimming right on the blouse! Illustrated: AFC #G590 in delicately beautiful lace-work. Simplicity Pattern 2621.

THRIFTY LUXURY! Sew this exquisite camisole using AFC's superb Eyelet Embroidered Batiste (#2151/2) and AFC's Eyelet Embroidered Trimming to match. (#1928/7). Both designed for ribbon run-through. Simplicity Pattern 2643.



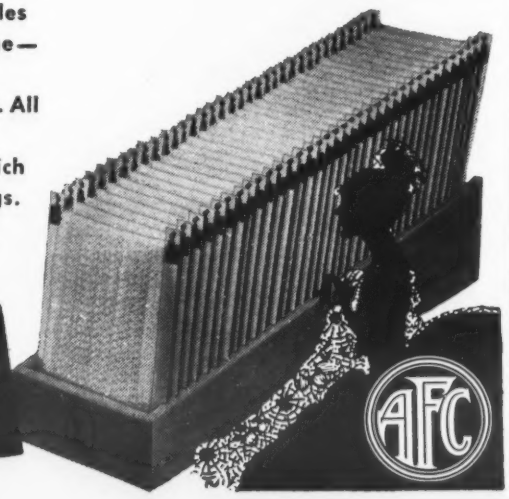
SEW PRETTY! Hostess Apron with AFC's embroidered Trimming (#G508). Dress has AFC's BUT'N ON Trimming (#G1812) with lovely woven bows. Simplicity Patterns: 3055, apron . . . 3146, dress.



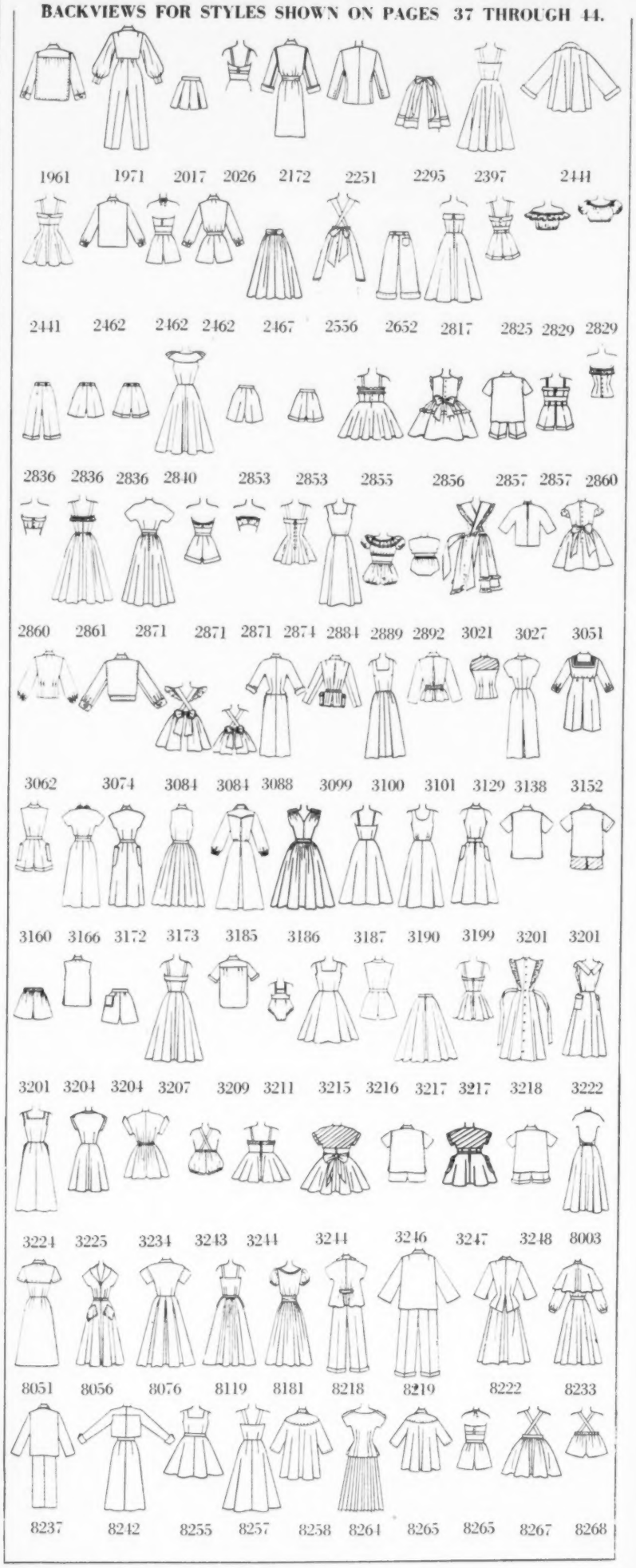
These are but a few of the thousand and one fashion ideas inspired by AFC Trimmings. In the widest variety of styles and colors to give your home—sewn fashions dainty new freshness and individuality. All created with the fine New England craftsmanship which distinguishes AFC Trimmings.

AMERICAN FABRICS CO.
BRIDGEPORT 2, CONN.

*Look for the "LADY IN LACE", AFC trademark (on display box) at Lace and Trimming counters everywhere.



BACKVIEWS FOR STYLES SHOWN ON PAGES 37 THROUGH 44.



Approximate Yardages

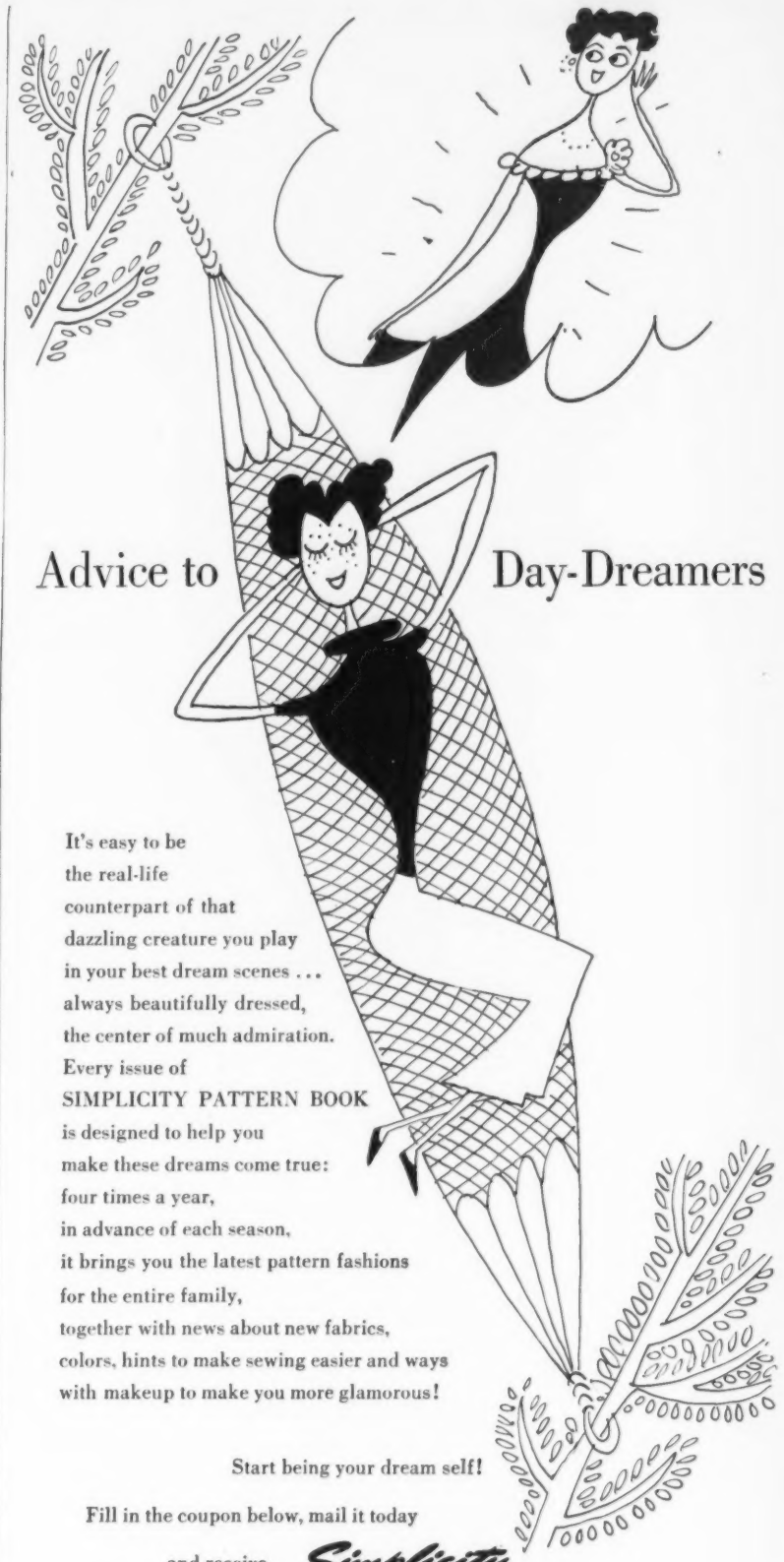
All Simplicity Patterns are *Printed*. Regular Patterns are 25 cents; Designer's Patterns are 35 or 50 cents. Yardages are in one size depending on size-range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

SIMPLICITY DESIGNER'S PATTERNS

No.	Page	Size		Yards	Width
8003	41	14	dress & jacket	5⅞	35″
8051	38	14	dress & bolero	4⅛	35″
8056	40	14		4¾	35″
8076	39	14	dress	4⅛	39″
			redingote	5⅜	39″
8119	41	14		4⅞	35″
8181	44	14		3⅞	35″
8218	41	14	blouse	2½	35″
			slacks	2¾	35″
8219	40	16	jacket	2¼	54″
			slacks	1⅞	54″
8222	39	16		4⅝	39″
8233	38	14	skirt & cape	3½	39″
			blouse	2⅛	39″
8237	38	16	dress	2⅞	39″
			jacket	2⅝	39″
8242	39	16	blouse	1⅞	39″
			jacket & skirt	2⅝	54″
8255	43	10	dress	2⅜	35″
			bolero	1⅛	35″
8256	43	10	bolero & skirt	3⅛	35″
			bodice & trim	⅞	35″
8257	37	16	dress	3⅝	35″
8257	40	16	playsuit	2⅜	35″
8258	40	16	beach coat	3½	35″
			bathing suit	1⅝	35″
8264	38	14	top	1½	39″
			skirt	2¼	39″
8265	43	10	beach coat	2⅜	35″
			bathing suit	1⅜	35″
8267	37, 43		playsuit & overskirt	1¾	39″
8268	43	1	creepers & jacket	1¼	35″

SIMPLICITY REGULAR PATTERNS

No.	Page	Size		Yards	Width
1961	41	med.		2⅝	35″
1971	41	16	blouse	2½	35″
			slacks & bolero	3½	35″
2017	40	16		2¼	35″
2026	40	med.		⅞	35″
2172	41	med.		5½	35″
2251	41	36		2	54″
2295	44	one size		1⅞	35″
2397	44	16	dress & bolero	6	35″
2441	40	16	beach coat	3⅞	35″
			bathing suit	2½	35″
2462	40	16	shirt	2⅞	35″
			shorts & bra	2¼	35″
2467	42	25		3¾	35″
2556	44	med.		2	35″
2652	43	4		1½	35″
2817	38	16		3⅛	35″
2825	41	14		2¼	35″
2829	37	12		⅞	35″
2829	42	12	style 2	1¼	35″
			style 3	1⅜	35″
2836	37	12	shorts	1⅜	35″
2836	42	12	pedal pushers	2	35″
2840	42	12		3¾	35″
2853	41	26	shorts	1½	35″
			pedal pushers	2⅛	35″
2855	43	10		3½	35″
2857	43	10	bra, shorts & jacket	3½	35″
			shorts & jacket	2⅝	35″
			contrast	⅞	35″
2860	41	14	style 3	1	35″
			style 4	1⅛	35″
2861	42	12	dress & bolero	4¾	35″
2871	40	14	bra, top & skirt	4⅞	35″
			shorts	1¼	35″
2874	41	16		2⅝	35″
2884	40	36	dress & bolero	5½	35″
2889	43	10	top	1¼	35″
			skirt & bloomers	2⅜	35″
2892	43	1		1¼	35″
3021	44	one size		2⅛	35″
3027	38	14	jacket	1	54″
3051	44	6	dress & apron	2¼	35″
			sleeves	⅜	35″
3062	39	16		2¼	39″
3074	41	med.		2	54″
3084	44	4	striped	1¾	35″
			plain	1⅜	35″
3088	39	16	dress	4⅜	39″
			jacket	2¼	39″
3093	39	16		1⅝	54″
3099	38	16		2⅜	54″
3100	42	12		4	35″
3101	42	12		2	54″
3129	42	12	yoke	¾	35″
			lower blouse	⅞	35″
3138	39	16	dress & cape	4⅝	39″
3152	43	4		2⅝	35″
3160	41	16		4	35″
3166	44	14		4⅝	35″
3172	42	12	blouse	1½	35″
			skirt	2⅜	35″
3173	42	12	blouse	1⅜	35″
			skirt	2⅜	35″
3185	40	16		4½	35″
3186	42	12		4⅛	35″
3187	42	12	dress	3¼	35″
			jacket, skirt & trim	1½	35″
3190	40	36		3⅝	35″
3199	42	12	blouse	1¼	35″
			skirt	2½	35″
3201	37	med.	shorts	1¼	35″
			shirt	2¾	35″
3201	41	med.	shorts & shirt	3⅝	35″
3204	42	12	blouse	1⅜	35″
			shorts	1⅛	35″
3207	41	14		3¾	35″
3209	40	16		2¾	35″
3211	43	1	creepers & jacket	1¼	35″
3215	43	10		3	35″
3216	43	10		4⅛	35″
3217	42	12	bathing suit & skirt	5⅛	35″
			bathing suit	2	35″
			skirt	3⅜	35″
3218	44	16		4¼	35″
3222	42	12		3¾	35″
3224	38	16	dress	3	39″
			bolero	1⅞	39″
3225	40	16		2¾	35″
3234	40	14		3⅛	35″
3243	43	1	playsuit, dress & bonnet	2⅜	35″
3244	43	4	skirt & bathing suit	2⅞	35″
			bolero	⅝	35″
3246	43	8	shorts & shirt	2⅜	35″
			shirt	1½	35″
			shorts	1	35″
3247	43	4	dress & bolero	2½	35″
3248	43	4		2¼	35″



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SIMPLICITY DESIGNER'S PATTERNS

No.	Pages	Size		Yards	Width
8108	52	14		3⅝	39″
8136	52	14		4⅜	39″
8218	29	14	slacks	2¾	35″
			blouse	2½	35″
8219	53	14	jacket	3⅛	35″
			skirt	2	35″
8228	52	14	dress	2¾	39″
			bolero	2	39″
8235	23	16	dress	3¼	35″
			jacket	1⅞	35″
8238	23	14	dress & jacket	5⅜	35″
			dress	3¾	35″
8241	21	16	dress	4⅞	39″
			bolero	1½	39″
8245	17	14	blouse & skirt	4¼	35″
			blouse, skirt & halter	4⅜	35″
8246	23	16	dress	4½	35″
			bolero	1½	35″
8247	15	16	blouse	1⅜	35″
			shorts & contrast	1⅞	35″
			skirt	3	35″
8248	18	14	blouse	2⅜	35″
			skirt	3⅞	35″
8249	21	16	dress & bolero	4⅛	39″
			dress	2⅞	39″
			bolero	1¼	39″
8250	26	16	dress	3⅝	35″
			bolero & contrast	⅞	35″
8251	32	14		4⅛	39″
8252	20	16	dress	2½	39″
			bolero	1½	39″
			long apron	4	39″
			short apron	2⅜	39″
8253	25	4	dress	1⅝	35″
			pinafore	1½	35″
8254	24	4	overalls	1¾	35″
			playsuit	1⅛	35″
8256	25	10	bolero & skirt	3⅛	35″
8258	29	16	beach coat	3½	35″
			bathing suit	1⅝	35″
8259	47	16		4¼	39″
8260	36	14		3⅞	39″
8261	33, 48	16		3⅜	39″
8264	47	14		4⅜	39″

SIMPLICITY REGULAR PATTERNS

No.	Pages	Size		Yards	Width
2208	62	16		2⅛	35″
2421	62	26		1⅞	35″
2527	54	16½		3⅝	35″
2681	62	16		4¾	39″
2842	62	16		4½	35″
2848	54	16½		3⅛	39″
2874	47	16		4½	35″
2884	58	36		5	35″
2906	58	36		3⅜	39″
2923	55	16½		4⅜	35″
2971	59	16		4¼	35″
2982	55	16½		3¼	54″
3013	55	16½		4⅜	39″
3027	51	14		¾	39″
3032	55	16½		3⅜	39″
3046	55	16½	dress	4	39″
3067	54	16½		3⅝	39″
3068	54	16½	dress	4	39″
3070	62	16½		2¾	39″
3079	59	12		3¾	35″
3092	51	14		1⅜	39″
3122	28	16		2¾	39″
3132	55	16½		3½	35″
3134	49	36		4½	39″
3136	55	16½		3	54″
3137	51	14		1½	39″
3155	21	16	dress & jacket	5⅝	35″
			dress	4¼	35″
3156	21	16	jacket	2⅛	35″
			dress	3⅝	35″
			sleeveless dress	3½	35″
3157	19	16		5	39″
3158	18	16		2⅞	35″
3159	28	14	blouse	1¼	35″
			jacket & skirt	5⅜	35″
3160	14	14	blouse	1½	35″
			skirt & shorts	3⅞	35″
3161	22, 23	14	dress	4⅝	35″
			jacket	2¼	35″
3165	58	14	dress	3¼	39″
			overskirt	4¼	44″
3166	47	14	dress	2¾	39″
			overskirt	4⅞	35″
3168	47	14		4⅞	39″
3170	30	14	yoke & lower skirt	3⅝	35″
			contrast	2⅜	35″
3177	54	16½		3⅜	39″
3178	54	16½	dress & bolero	5	39″
3179	30	4	yoke & lower skirt	1⅛	35″
			contrast	1⅛	35″
3187	23	14	jacket & dress	4½	35″
			sun back dress	3⅜	35″
			jacket, skirt & bodice flaps	1⅝	35″
3188	35	14		4¾	35″
3188	47	14		4¼	39″
3189	49	36	dress	3⅜	35″
			contrast	⅝	35″
3190	49	36	dress	3⅜	39″
			bolero	1¼	54″
3192	23	16	dress	3⅛	35″
			jacket	2	35″
3193	16	14	skirt & jacket	4⅛	35″
			camisole	1	35″
3194	55	16½		3⅝	35″
3195	54	16½	playsuit & skirt	4⅞	35″
3197	28	16		3⅞	35″
3198	51	14	style 1	1¼	35″
			style 4	⅞	35″
3200	30	16		4⅞	35″
3202	34	15		3⅝	39″
3203	34	16		3	39″
3204	17	12	blouse, skirt and shorts	5½	35″
			blouse & shorts	2⅝	35″
3205	18	14	top	2	35″
			skirt	3⅛	35″
3206	36	16		4	39″
3208	19	16	blouse	2⅛	35″
			skirt	5	35″
3209	18, 29	16		2¾	35″
3210	35	14		4¼	39″
3212	25	10	bra, skirt & jacket	3¼	35″
3213	24	4	dress & crown	1⅝	35″
			bonnet & dress contrast	1¼	35″
3214	30	10		3⅜	35″
3216	25	10	blouse	1¼	35″
			shorts & skirt	3⅛	35″
3219	55	16½		see pattern envelope	
3220	49	16		3⅞	39″
3221	33	14		see pattern envelope	
3223	15	16	shirt	1⅞	35″
			shorts	1½	35″
			slacks	1¾	54″
3225	28	16		4⅛	35″
3226	23	16		see pattern envelope	
3228	19	16	blouse	2¼	35″
			skirt	3½	35″
3229	36	14		4	35″
3230	34	14		3	39″
3231	33	16		3¾	35″
3232	36	16	dress	3⅛	39″
3233	11	14	dress	4	35″
			bolero	1⅝	35″
3234	16	14	bathing suit	1⅛	35″
			beach coat	3⅛	35″
3235	36	16		3¾	35″
3236	33	16	dress	5	35″
3237	54	16½		2⅞	39″
3238	50, 51	14		see pattern envelope	
3239	31	16	blouse	1½	35″
			skirt	3	35″
			shorts	1⅜	35″
3240	48	16		3⅝	39″
3241	34	14	dress	3¼	39″
3245	31	10	blouse	1	35″
			skirt	2	35″
			shorts	1	35″
3246	24	8		2⅜	35″
3247	11	4	dress	1¾	35″
			bolero	1	35″

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dyed-in-the-yarn fabrics
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then play it down!

. . . with a debonair jacket, softly bloused in back, buttoned from band to extravagant collar . . .

or dress it up!

. . . with a blouse that makes a point of stripes, of gracious dolman shoulders.

Skirt and blouse.
Extra jacket.
Write for pattern numbers.



Your best summer cooling system... these lighter-than-air prints from Bates new group of chiffon-sheer cottons. See them at your favorite by-the-yard counter ... exquisite voiles, batistes, lawns, and tissue ginghams..all of them Bates fine, flawless quality, all delightfully easy to cut, to sew, to keep fresh, and any of them able to add fashion importance to the most simple pattern you choose.



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So new to sew at home...



BATES PETALITE

Bates fine all-combed cotton, vat-dyed, Sanforized, mercerized for a lovely lustre. In cool summer colors, fresh summer prints. About $1.00 a yard; slightly higher in the far West. The dress above, Simplicity Designer Pattern 8136 in printed Petalite.

BATES CHARMORAL

Bates smooth, silken cotton batiste, all-combed, beautifully washable. In new spaced prints with exquisite ground detail. About $1.00 a yard, slightly higher in the far West. At the left, a cap-sleeved dress and brief jacket in Charmoral to make from Simplicity Pattern 3128.

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